

The American Perfumer

and Essential Oil Review

Registered in U. S. Patent Office.

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc.
No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

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INCREASING OVER \$13,000,000 A YEAR

Census figures printed on page 556 of our December issue showed that the nation spent at least \$117,175,741 for its toilet preparations, perfumes and cosmetics in 1923. This was approximately \$26,000,000 more than in 1921.

The figures are of our manufacturers' output and do not include toilet products made by firms not engaged chiefly in our lines. The comparison is made with completed returns for 1921. Based on those returns and the present incomplete statistics, the gain is probably close to \$15,000,000 a year, or \$30,000,000 for the two years.

The complete returns will be given to our readers as soon as they are available.

PRESIDENT COOLIDGE TAKES UP QUESTION OF SANE ENFORCEMENT OF DRY LAW

Our Washington Correspondence reports the essential features of the hearings on the Cramton Bill held by a sub-committee of the Senate Judiciary Committee, at which there seemed to be an adverse trend of legislative opinion against the contentions of the numerous important associations whose members use industrial alcohol for legitimate purposes. This was despite strong arguments presented by the witnesses for the chemical industries, but it must be said that the lack of unity in the ranks of critics and opponents of the Cramton measure had much to do with the seeming hostile attitude of some Senators toward the business interests of the nation. There is little question but that the bill will be favorably reported with features unsatisfactory to our industries.

Senator Couzens, who is conducting an independent inquiry into the methods of the Prohibition Unit, has asked that the report on the Cramton Bill (H. R. 6645) be held up pending further research by his committee, which, it is understood, has so far justified the opinion that the law enforcement be turned over to the Department of Justice and industrial alcohol industries' needs be cared for in the Internal Revenue Bureau, although there is another view to the effect that the entire problem be shunted to the Department of Justice. The Couzens development of facts and deductions, however, does not match up with the firm

convictions of Senator Sterling and his prohibition associates, who are determined to do nothing more than let the industries have an appeal board composed of Treasury Department officials, with the Prohibition Unit having a member.

Encouraging, nevertheless, is the report from Washington sent through the Associated Press that President Coolidge has been studying the Prohibition Unit's methods and already has let it be known that he wants real law enforcement and opposes mandatory jail sentences for derelict citizens in all violations of the Volstead Act. He evidently has been reading the comments of Chief Justice Taft and his associate justices on the Prohibition Unit's methods, for he deprecates the use of the government's machinery in getting after the small man with a flask instead of pursuing the big bootleggers. Our readers are not concerned about either small or large beverage law violators, except academically, and this phase is only of interest as showing that the legitimate users of industrial alcohol may feel the hope and expectation that President Coolidge is disposed to protect them against additional hostile legislation.

Moreover, it is now well understood in Washington that the present regime which puts police work above the business interests of the country will be ended soon. The President, it is generally known, wants prohibition enforcement headed by a man who is allied neither with the Anti-Saloon lobbyists, nor with the liquor interests. There really is no reason why the XVIIIth Amendment should not be enforced fairly and squarely on the same plane as other laws. We believe President Coolidge can be depended on to do it.

QUICK AND EASY WAY TO PUT PROHIBITION UNDER THE CIVIL SERVICE LAW

The chief stock in trade of the bone dry advocates of the Cramton-Sterling bill is that legislation is necessary to place the Prohibition Unit under the Civil Service Act, thereby, as they assert, taking its employees out of politics. Many strong advocates of the civil service idea have refused to listen to the argument that a separate bill was all that was needed to accomplish this object.

Civil Service in the Prohibition Unit would protect present officials and employees in their positions, as well as untried new comers, untested as to ability to resist bribes and doubtful in talent to suggest ways to harass the legitimate users of alcohol for industrial purposes. The more the subject is agitated the less some friends of the civil service plan seem to think of it, for there is the menace that will add to the difficulties of dismissing prohibition agents who are in the bribery class.

There are two bills now in Congress providing for putting the Prohibition Unit under the Civil Service Act. One is Representative Tinkham's measure (H. R. 6147) on which hearings have been held by the Civil Service Committee of the House. The other is Senator Couzens' bill (S. 3773) providing for the punishment of the use of political influence in all cases of appointments in the Government similar to the Prohibition Unit's case. The Couzens bill is in the hands of the Senate Judiciary Committee, which has the Cramton-Sterling measure in charge.

"The crown of the wise is their riches; but the foolishness of fools is folly." *Proverbs*, XIV :14.

PEP AND PROSPERITY!

(Written for This Journal)

By JAMES EDWARD HUNGERFORD.

Future is rosy, an' prospects are bright;
Country is forging at "full-speed" ahead;
Nation is prospering—ev'rything's "right";
No more lamenting that "business is dead"!
People are "peppy," an' chockfull o' "perk";
Business is booming, an' wheels are awhiz;
No time for "gloomig," an' no time to shirk—
Ev'ryone's **thinking**, an' talking, "**Big Biz**"!

Merchants are breathing deep sighs of relief;
Farmers are smiling, an' oozing good cheer;
Bankers no longer are wailing in grief;
"Hard times" forecasters are shedding their fear!
Factory smokestacks are belching forth smoke;
Railroads are running their schedules "on high";
Bank-rolls are bulging, an' few folks are "broke"—
Hopes are high-soaring!—the limit's the sky!

Merchants are buying their goods by the bale;
Salesmen are skipping about o'er the map;
Shipments are speeding by steamship an' rail;
Whole world is spilling its wealth in our lap!
Ev'ryone's talking about "better times"—
Money is plentiful—country's athrive;
Workers are reaping the dollars an' dimes—
"**Pep**"—full an' **prosperous**—glad they're alive!

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XMAS CARDS AND NEW YEAR GREETINGS

Again in this Yuletide season the spirit of Christmas and good will for the New Year is increasingly in evidence. From friends on both hemispheres of the earth we are still receiving cards and messages of fraternal trend and close to the holidays there were cables and airgrams from abroad, in addition to stacks of greetings that had been mailed in advance to reach us within the Xmas-New Year week. For many years it was our custom to acknowledge all of these greetings in print, as well as otherwise, but the number has grown so large that this year more than two pages would be needed just to enumerate the cards, letters and other evidences of regard sent to us.

The problem is perplexing now, as it was a year ago, for there are so many artistic and clever sentiments which really require more than ordinary attention that it is only on account of space limitations and the purpose of not seeming to do injustice to those unmentioned that we feel compelled to omit the recapitulation. To each and every one we extend our most cordial reciprocation of their good wishes and pledges for the future.

In this connection it is interesting to note that Dr. Klein, of Mr. Hoover's useful department, has devoted a chapter in *Commerce Reports* to the subject of the advisability of American exporters adopting the custom of sending holiday greetings to their foreign customers. We think most, if not all, of our readers who are interested have been doing it for years.

PERFUME MATERIAL QUALITY AND PRICE

The monthly summary in the January report from our Grasse correspondent dealing with the condition of the crops and with the status of the market in perfume materials is of very special interest and for that reason we subjoin it herewith instead of printing it in its usual place in the report which will be found on page 601:

Summary

If we rapidly survey the year that has just ended, we are forced to conclude that, in spite of all sorts of difficulties (financial, political, shortage of manual labor, etc.), the general results have been satisfactory. It is to be hoped that the new year which is just beginning will be no worse.

In the course of the past year, we have recorded prices that were certainly very high, but that for the most part were due, not to speculation, but to the exact condition of business.

The flower growers and the distillers of essential oils were brought up against almost insurmountable difficulties and they had to pay extremely high prices for everything which pertains to the care of plants. Manure was very expensive, manual labor unreasoning in its demands, scarce and very high. In fact if the price of flowers goes down to any appreciable extent, it will mean sure decline in their cultivation. Our country, favored by an ideal temperature, especially in winter, is attracting more and more foreigners. The growing of vegetables for food, the cultivation of flowers for bouquets, the growing of early fruits, offer the growers enormous profits. If the cultivation of flowers for perfumery no longer gives profitable returns, the peasants will replace their cultivation of flowers for perfumery by flowers for other purposes, or by the growth of vegetables and fruit for food. Today these last bring in a very good revenue.

We hope that the perfume business, without yielding to unnecessary exaggerations, will be able to continue to pay prices profitable for both producers and consumers. This is the greatest wish of the producers, that, in this way each one may find profit and the flowers will continue to come in to the factories in as great variety and number, there to be transformed into delicious perfumes which will carry over the seas the ever increasing fame of this little corner of Provence and which pleases so many Americans.

Some of the American manufacturers of perfumery and toilet articles are at times inclined to view with mild amusement the reports that are brought to them concerning conditions in Grasse and it is possible that not everything that reaches their ears is true as gospel, but the reports that we publish, and the statements that we have heard of as made by travelers from Grasse appear to have been correct. Our own observations in Grasse have developed in us very strongly the opinion that we expressed in our July, 1924, issue, viz.:

"The great need of the perfumers, in America, we have often been told, is a wider and better knowledge of the materials they use and a willingness to pay the price charged for products of high quality. Also to repose confidence in dealers and producers where it is deserved, just as they expect the confidence of their own trade when they earn it and keep it, for the quality of their own perfumes and toilet preparations, and for the fair treatment of the dealers to whom they sell."

A gold dollar cannot be purchased for fifty cents, nor can prime materials be purchased for half the price of the best qualities, and the wise policy for all manufacturers, of course, is to secure the best materials possible at all times and to develop their own ability to manipulate them in their own laboratories.

Perhaps He Also Ate Her Collapsible Tubes

First Cannibal—"The chief has hay fever."

Second Cannibal—"Serves him right; we warned him not to eat the grass widow."

OUR ADVERTISERS

FLORASYNTH LABORATORIES, INC.

Synthetic Aromatic Chemicals

Executive Offices and Works,

Unionport, New York.

AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW,
14 Cliff street, New York.

Gentlemen:

We are taking this opportunity of writing to express our appreciation of the excellent results obtained from your publication as an advertising medium. This in conjunction with your readiness to help, give information, and co-operate with us in every possible manner and really make friends of your clients has made us an additional link in your long chain of pleased advertisers.

We have noted with pleasure the increase in really valuable material that you have included in the text matter of your publication, and in a word are taking this opportunity to congratulate you on every phase of your work.

Yours very truly,

FLORASYNTH LABORATORIES, INC.

LOUIS A. ROSETT, President.

THE GEOGRAPHY OF COSMETICS AND SOME ILLUSIONS ABOUT THE INDUSTRY

One of the most interesting and widely circulated articles we have seen in a long time is the "Geographic News Bulletin on Where American Beauty Comes From," prepared and issued by the National Geographic Society. The author starts off on a true conception of the situation:

"The geography of cosmetics is shifting. Formerly the women of the United States drew upon the more sophisticated countries of Europe for the boxed and bottled substances that alter their appearance for better or for worse. Now they are coming more and more to use what might be called 'made in America complexions' and the country is even exporting aids to beauty to the ends of the earth."

The bulletin undertakes to supply information to American users of cosmetics regarding where the raw materials originate and it is very cleverly written and shows painstaking efforts tending towards accuracy, which, however, suffer somewhat from a critical view point when we read the trade comments, added to the geographical facts. The figures on total output of the industry are those of the old census, the new data having appeared too late for use by the author, so nothing need be said about that phase. Here are a few of the trade comments, which require no attention beyond just submitting them to our readers:

"For the best rouge the consumers of the United States must still look beyond the country's borders. * * * Much of the coloring matter of commercial rouges is carmine, the red obtained from the crushed dried bodies of the cochineal insect, also a foreign substance.

* * * * *

"Face powders are made of ground and belted talc and chalk, rice powder and corn powder."

Here are two paragraphs which show a very live realization of the trend of masculinity to follow in the hygienic

facial and other progress of femininity, but really why the use of dentifrices by the men should be omitted is one of those complexes which are never solved, and carelessness with totals is seen in the "several hundred millions of dollars" as noted below:

"Women are not responsible for the entire consumption of cosmetics in the United States. Shaving creams are probably man's chief cosmetic stand-by but large quantities of talcum powder are used by men after shaves and baths. Man's other cosmetic demands help to use up considerable amounts of shaving lotions, manicure supplies, shampoo mixtures and hair tonics.

"If 'cosmetics' be made an inclusive enough term to include such necessities as dentifrices and soaps the United States at once becomes the big factor in the world cosmetic trade with exports amounting to approximately \$10,000,000 and consumption measured by *several hundred millions of dollars.*"

The paragraph about soap is illuminating, but in a way somewhat incomplete, for an essential, tallow, is among the missing elements, and cottonseed oil is ranked ahead of other more used ingredients:

"Soap, the basic substance in the toilets of men and women alike, is made in vast quantities in the United States and more than \$3,000,000 worth is exported annually. Various oils, treated with alkalis, are used in soap manufacture, including our own cotton-seed oil, coconut, olive and palm oils are the standard fatty substances employed however."

We cannot afford the space to reprint the bulletin, but we have given an indication of its scope and have corrected a few slips of the author. Most if not all of our readers know the main facts regarding the source of our raw materials and the others probably are not much concerned. The bulletin, outside of the minor errors mentioned, is probably the best piece of propaganda and the most widely printed that has ever been sent out to the public in calling attention to our industries. The National Geographic Society, of which we are a member, has performed a salutary service to the trade.

THEFT OF A LADY COP'S POWDER PUFF

Stories are told of meanest thieves, but what do you think of one who would steal the powder puff of one of the hand-somest stars of New York's Police Department? Miss Anna R. Jacobs, who is also one of the cleverest detectives of the force, left her uniform in the station house and went out in mufti to catch pickpockets. Visiting a movie theater she fixed a trap for some thief with her own handbag as the lure. When she turned from a thrilling film scene for a glance at her trap she found it had not only sprung, but had vanished, with \$12, her police badge, railway passes and powder puff. Whether the thief was man or woman is what is agitating the entire bunch of metropolitan police-women. The policemen, ever loyal to their feminine "buddies," are with them heart and soul in the hunt for New York's latest meanest thief, the pickpocket who would steal a lady cop's powder puff. The puff is the clew!

A Message of Appreciation and Good Wishes

(From N. W. Ayer & Son, Advertising Headquarters, Philadelphia)

Naturally it is a pleasure to us to be included among those to whom you have conveyed your Good Wishes for the Christmas Season and Happiness during the Coming Year.

It is equally pleasing to give to you this brief message of appreciation and to express the hope that Health and Prosperity may abide with you during the closing days of 1924 and throughout the year on which we are soon to enter.

STATISTICS REVEAL THE BIG POSSIBILITIES FOR TOILETRIES

Statistics compiled not long ago show that the American Nation is now spending much more than an average of \$56 apiece for automobiles. At the same time on the latest census figures the average for every man, woman and child for cosmetics and perfumes is very little over \$1 annually. In 1923 our industries made great gains, but nowhere near the point of actual probability.

It seems that the mere figures of comparison should give an impetus to our industries. But there are slow factors in trade, just as there are slow horses in the races. Likewise in the betting. Perfumes and cosmetics are now at the rag end of a 56 to 1 shot and it is up to the industry to cut down the odds. The 56 to 1 ratio is something to consider and talk about. Action should follow.

Sized up from the population only about one family out of five owns an automobile, which includes the 8s, 6s, 4s and two or one lungers, regardless of bodies, or makes. Every one interested in these cars in either a present user of perfumes and toilet preparations or a positive potential consumer. It is up to the manufacturers to interest the non-users. Some of them are doing it in effective advertisements. Others are simply raking in a mild way a field that with intensive plowing will develop riches beyond the dreams of the California gold scout miners of '49.

LABEL MAKERS ADOPT IDEAL ETHICS CODE

Latest to agree upon a code of trade ethics is the Label Manufacturers' National Association. Section I deals with relations between employers and employees and Section II formulates rules of conduct governing the members' relations with those from whom they purchase. Two additional sections, as given below, are worthy of serious consideration by all manufacturers:

SECTION III

Rules of Conduct governing our relations with our fellow-manufacturers

1. We shall practice clean and honorable competition, and shall establish and maintain cordial and friendly relations with our competitors.
2. We shall not make false or disparaging statements respecting a competitor's product, methods, personnel, or financial standing.
3. We shall take into consideration every element of cost, make our prices accordingly and hold to them.
4. When we are offered business for which we are not thoroughly equipped and prepared to render efficient and satisfactory service, we will refer such customer to a fellow manufacturer who is equipped to handle it properly.
5. We shall adhere to the trade customs prevailing in the industry and shall not offer special inducements to secure business.

SECTION IV

Rules of Conduct governing our relations with our customers

1. We shall insist that the customer's specifications be comprehensive and definite, and our proposals shall be equally comprehensive and definite.
2. We shall not take advantage of the customer's lack of knowledge and shall not furnish any grade of material which is inferior in quality to the grades specified by the customer.
3. We shall be guided, in making prices, by an efficient cost system, so that we may obtain a just and fair percentage of profit on all sales.
4. We shall promote the customer's confidence by deserving it, and we shall then have the right to expect scrupulous honesty from our customers.

DEMAND IN 1925 FOR PERFUMERY AND TOILET ARTICLES PROMISES BIG INCREASE HERE AND ABROAD AS SHOWN IN NATION-WIDE SURVEY

**Foreign Competition Now Regarded as Real Benefit Instead of Menace
by Many Members of A. M. T. A. Who Give Views on Trade Situation;
Business Conditions Reported Fundamentally Sound and Outlook Bright**

Forward strides made by American manufacturers of toilet preparations, perfumes, soaps and allied lines in 1924 bid fair to continue on an even vaster scale in 1925, according to members of the A. M. T. A. and others who took part in our annual symposium of the industry.

Practically all report better business in 1924 than in the preceding year; and nearly all are making preparations for further expansion in the new year.

Foreign competition which only a few years ago was regarded as a menace is now frankly admitted by several firms to have been a positive help to the American industries by stimulating them to greater effort in offering higher quality products in more attractive packages and also by helping to increase the demand for all perfumes and toilet preparations in the United States. A number of American manufacturers are now successfully competing with foreign manufacturers on their own ground—abroad. A few importers report that their business in the United States in 1924 was not as good as they expected. Evidently, the tide has turned.

With the bogey of foreign competition largely out of the way, with business conditions fundamentally sound and with employment generally good, most contributors feel that the coming year will be one of great opportunity for American manufacturers. The letters follow:

Ready Market for Goods of Merit

Henry A. Colgate, secretary, Colgate & Co., New York City—We view with optimism the business year of 1925. Conditions on the farm are good, as we all know. The basic industries such as steel, with its increased operations, are in good shape. The public are buying and labor's living has gone down while wages of labor are at a high point. America, these United States, have everything to look forward to for 1925 as a happy and prosperous new year.

Goods of merit, well priced to the public, should find a ready and continuous market. Colgate & Co. with a century and more of experience behind them look forward to the coming year as one which may well mark the peak and a much higher peak of business.

Without being Pollyannish in our optimism, we stand for hard work, aggressive conduct of business, meritorious goods and truthful advertising. Such a combination should win the way.

Sales Increasing All Over World

G. A. Pfeiffer, president, Richard Hudnut, New York City—While the year 1924 brought its own special problems in comparison with 1923, we have reasons to be grateful with the record made. As to the future, in our opinion 1925 industrial conditions will be more favorable than in 1924. With this improvement we anticipate increased and keener competition.

Referring to foreign competition, no doubt the lure for a foreign label preparation will always exist. Domestic per-

fumers can best meet this handicap through more attractive packages and better quality of product.

In my opinion, the sale of American made perfumes and toilet articles is increasing the world over.

Orders Running Strong

V. C. Daggett, president and treasurer, Daggett & Ramsdell, New York City—We think that the business prospects for 1925 are excellent. Our orders are running very strong and our business is far in excess of the year before.

Building Up Export Business

Northam Warren, president, Northam Warren Corp., New York City—Cutex has just closed its best year by a wide margin, so that we can naturally feel very optimistic. The increase in our business has apparently been uniformly distributed over our domestic market and foreign countries. The improvement in conditions abroad has been so marked that we feel we have a right to expect even better results in our export business from now on. At home, with the exception of one or two parts of the United States, sales show a steady and consistent gain; in fact we can hardly see a single discouraging feature in the business situation.

With a business administration in Washington and politics in the background, confidence has been very generally restored and there is apparently no hesitation about stocking advertised trade-marked goods. We expect an excellent year ourselves and wish for the AMERICAN PERFUMER the success which its untiring efforts on behalf of the trade deserve.

Good, Sound, Healthy Business Ahead

Henry H. Bertram, president, A. P. Babcock Co., New York City—We believe that the year 1925 will show a steadily increasing amount of business, growing in a healthy way but with none of the aspects of boom times. This is, of course, a much better condition to look forward to, for the reason that such growth has little, if any, reaction.

Prospects for 1925 Favorable

Solon Palmer, New York City—From all indications the prospects for 1925 are favorable. The competition in the perfume line has never been so great as in the year 1924, in spite of which this house has done its normal business. Our policy has not changed and we feel that as long as we give the goods of undoubted quality, we can obtain same favorable result.

Prosperity Ahead in 1925

E. P. Matthiessen, sales manager, Cheramy, Inc., New York City—Our calendar year of 1924 showed a substantial increase over that of 1923 and we can see no reason why there should not be a continuation of prosperity throughout the country in 1925.

Houbigant Looks for Expansion

E. P. Matthiessen, sales manager, Houbigant, Inc., New York City—In our opinion the business outlook for 1925 is exceptional. The year just ended showed an appreciable increase over the previous year's business and we are planning for a further expansion of good proportions for 1925.

Looks for \$500,000 Increase in Sales

G. P. Sargent, manager, Toilet Goods Department, United Drug Co., Boston, Mass.—We look forward to the year 1925 with a great deal of expectancy. We feel that, while there is to be no great boom, our business will show a decided improvement each month over corresponding months of 1924; just a healthy, steady increase.

For the past three years this company has shown a steady increase in toilet goods sales; not strange when one considers that without a question of a doubt, toilet goods is the fastest growing department in a drug store today and national advertising is aiding the sale of toilet goods through its education. The per capita use of toilet goods is increasing faster than any line of business which we know of.

1924 sales show a very substantial increase over 1923 and we are working for at least a one-half million dollar increase in toilet goods in 1925, over 1924.

While foreign competition in finished products without a doubt is showing some increase we are always increasing our business in quality merchandise; by that I mean high-grade perfumes and through never missing an opportunity, through our trade journals and sales force, to offer good sales suggestions and educating those interested to the value of a good perfume.

I believe that every American manufacturer of perfumes should have confidence in his high priced products and I know a great many actually have. We are using extremely high priced bottles; are encasing them in high priced boxes and are, without a question of a doubt, marketing all perfumes in keeping with foreign competition. That is the only way I know of putting American-made perfumes on a standard with the French products and if every house will do its part along this line I believe it will only be a question of time before we can positively say that French perfumers are not giving us any serious competition.

If all manufacturers of toilet preparations used the very highest grade ingredients; true essential oils, etc., there would be no 15 cent talcums and 50 cent and \$1.00 toilet waters and we would have better merchandise. I believe that we would do the perfumers of this country a favor to help the business if we would encourage them to use only the finest ingredients in their products and if a little more of this were done I do not believe we would have to fear so much foreign invasion.

Sales Show Substantial Increase

Cecil Smith, vice-president, Yardley & Co., Ltd., New York City—Our sales for 1924 do show a substantial increase over 1923.

Sales Break All Records

D. H. McConnell, president, California Perfume Co., New York City—Our sales for 1924 were the largest that we have ever had, a very substantial increase over 1923.

Of course, foreign competition handicaps all American perfumers, and while through our method of distribution we do not feel it as keenly as many others, yet it must have its effect. The one outstanding fact, I think, should be recognized by all American perfumers, that is the best way to combat imported goods, is to so improve domestic goods, both in quality and in appearance, that as time goes on each year, we will have converted more and more people from foreign goods to American-made goods.

Advertising is good, splendid, helps a lot, but the goods themselves should, if possible, be a little better than the advertisement indicates.

Conditions Fundamentally Sound

Carl F. G. Meyer, president, Meyer Brothers Drug Co., St. Louis, Mo.—We here in the middle west are intensely optimistic of the future. We have reason to believe that 1925 is going to be full of accomplishment and progress. Fundamentally, conditions are splendidly sound.

As far as the perfume industry is concerned, we feel that French perfumes and toilet articles are making very substantial inroads on American products. The high quality of their goods, the finish of their packages—in other words,

the tout ensemble of the French perfume makers' art is pretty stiff competition for her American friends here, and unless quality and workmanship can be equalled or surpassed in America, a large volume of this business is going to our friends in France.

Generally speaking, we should say that 1924 was about on a par with 1923, but as indicated, we believe that 1925 is going to show substantial increases in volume and sales.

Foreign Competition Defeating Itself

A. J. Morison, president, Prichard & Constance, Inc., New York City—Regarding sales, we have experienced a marked impetus during the past few months and we conclude the year very favorably compared with 1923.

As for foreign competition in finished goods, we believe that this would be serious as it has grown so tremendously, were it not for its stimulating effect on domestic manufacturers to produce equally artistic products.

This same aggressive competition on the part of foreign manufacturers will do more than anything we can do to terminate the "imported" fetish. Why, it was only a few years ago that the only salable rouges had to be French and nowadays the imported article is "snowed under" by the domestic product. Then, some domestic manufacturers are now turning out really beautifully packaged extracts equal to anything of foreign origin.

Our friends, the metal box manufacturers are helping with "up-to-the-minute" containers and there are signs and portents that even the bottle men have got one eye half open to the situation. The trouble with foreign competition is that many foreign perfumers manufacture or pack in this country and continue to use the foreign labels so that purchasers are liable to be misled as to the origin of their products.

As to what factors will add to the prestige of domestic products, we suggest that American manufacturers cease imitating French names and creations and endeavor to create successes of their own. Imitation is not only "the sincerest form of flattery," it adds the hall-mark of quality and prestige to the imitated article. The blatant manner in which certain foreign successes of recent times have been imitated by certain domestic manufacturers would almost give one the impression that they had been subsidized to do so by the Frenchmen. Further, we believe that foreign concerns manufacturing or packing in this country should be compelled to include on the main label the name of the American city of origin as well as Paris, London, etc.

Foreign Competition Helpful

Overton-Hygienic Mfg. Co., Chicago, Ill.—It is our opinion that foreign competition in finished products of the perfume and cosmetic industry up to the present time has been helpful in many ways. Most of them have been high priced articles. Whether the value has been commensurate with the selling price is a matter of opinion.

This circumstance has enabled American manufacturers to undersell foreign producers. We believe, nevertheless, that there must necessarily be a protective tariff on American-made products. The reasons are obvious.

In order for American manufacturers to enjoy more foreign trade we believe that about three factors must be observed:

First, a good standard product, attractively packaged.

Second, an intelligent analysis of the foreign markets from the standpoint of the consumer.

Third, propaganda either in an associated way or individually as corporations. It must become necessary in time to develop foreign markets in order to consume the excess quantities due to increased production.

Keener Competition Ahead

J. R. Worden, Frederick Stearns & Co., Detroit, Mich.—To have a prosperous 1925 requires, first of all, that the majority of the people have confidence and belief in the fact that conditions are favorable to prosperity.

If the foregoing is true, and we believe it is, then 1925

will be a year of opportunity in almost all lines of business.

Speaking particularly of perfumery and toilet articles, we look forward to a better business than enjoyed in 1924.

There will be keener competition, as the competition of products coming from abroad is constantly growing. However, in the face of this foreign competition, there seems to be a constantly increasing demand for the better domestic products.

Increased foreign competition has made the American manufacturer constantly improve both package and content.

It has also made him much more aggressive in going after the business, with the result that in spite of the tremendous increase in French lines, there has been an equal and greater increase in the sale of domestic products.

So with confidence in the country's prosperity, plus confidence in what we have to offer the women of America, we look forward to a year of business that will be considerably better than the one just closed on December 31.

How Foreigners Help Us

Robert A. MacBain, Martha Matilda Harper, Rochester, N. Y.—We feel very hopeful indeed over the outlook for business for the year 1925. The year just closed we enjoyed the largest volume of business ever done in our history. The increase over the preceding year was likewise the largest we have ever experienced. We are making preparations for this year to be the largest we have ever known. Everything points in that direction.

It has always been our policy to supply our customers with the very best goods we could possibly produce. At no time have we ever attempted to force our market. Our growth has been gradual, natural and therefore, safe.

We are not in the least annoyed or worried over the foreign competition. It is our opinion that foreign competition is an advantage rather than a disadvantage. The demand for all kinds of perfumes and cosmetics is growing very rapidly in this country, and we contribute this growth to the extensive advertising being done from foreign sources. If they are willing to assume the burden of educating the American public in this respect I don't see why we have any complaint to offer. The time is coming in this line as it has already come in other lines when American-made goods will come into their own. A glance at the advertising pages of women's magazines and trade journals will show anyone what a vast amount of money is being expended on the American public by foreign manufacturers.

In a recent extensive investigation which we made we discovered that no perfume or toilet goods of foreign brand occupies a dominating position in our market. We believe that a sane, logical merchandising and advertising plan will create for American manufacturers more than a proportionate share of our markets.

Increase in Export Business

A. U. Campbell, The Sydney Ross Co., Inc., Newark, N. J.—Ours is entirely an export business. It may interest you, however, to know that in the many foreign countries in which we do business, there has been a healthy increase during the past year, which we have no reason to doubt will continue, and we feel very optimistic about the outlook for 1925.

Year of Exceptional Prosperity

G. J. Lindon, vice-president, Condé, New York City.—We are planning on a large scale for 1925, which we believe will be a year of exceptional prosperity.

The fact that we have outgrown our present quarters and are moving February 1st to a building of much larger size plainly tells the story of the progress Condé is making.

More Attractive Packages Needed

W. H. Lewis, San Antonio Drug Co., San Antonio, Texas.—Our sales for 1924 show a substantial increase over 1923. Foreign-made perfumes have shown a proportionate increase as well as those of American manufacture. We believe that in our experience there is an increase in the demand for foreign-made perfumes.

We believe that the factors in increasing a wider and

more general use of American-made perfumes will be more attractive packages, higher grade ingredients and wider advertising.

All of these things are used by the foreign house or by their representatives in this country. They have the quality, they have the attractive packages, and they use a lot of space in various publications.

Dealers Are Cautious

Thomas L. Hogan, Flore-Reale, Syracuse, N. Y.—Everyone likes to be optimistic, and the general consensus seems to be that we are on the verge of several prosperous years. I trust that this is the case. It can hardly be much worse than last year, and still have any business at all.

The first part of 1925 I believe will find the dealers in a very cautious frame of mind. Most of them had a very unsatisfactory Christmas. The latter part of the year, from all indications, would seem to be very good for business.

If we can get our factories working the question of business will be answered. As you know the New York state labor report for October and November, 1924, was 18% lower than the same period for 1923. When we can overcome conditions like this, which are general throughout the country, we will have our answer to good business.

Must Sink Ships with Foreign Goods!

George Selick, C. H. Selick, Inc., New York City.—The prophecies we made for good business during 1924 did not come up to our expectations. Sales were good only in the beginning of the year. However, judging from present indications we believe that 1925 will be a big year. Export business is improving gradually.

We see no other way to increase the use of American-made perfumes than to sink ships that bring in imported products.

Year Opens with Boom

W. L. Schultz, president, Lightfoot Schultz Co., Hoboken, N. J.—Business for the year 1925 has opened with a boom, but with the decided advancing prices of raw material which, if continued, will necessitate the advance of selling prices to the retailer. If this happens I fear there will be another buyer's strike, with the result that business will slow up and necessitate curtailing all along the line. This applies equally to the foreign business as well as domestic.

Expect to Set New High Record

J. M. Hawkins, sales manager, The Odo-Ro-No Co., Cincinnati, Ohio.—A spirit of optimism seems to prevail with regard to 1925, which is certain to exert a favorable influence on business. That it is not without foundation is confirmed by Babson's Barometer Letter of December 23rd.

1924 was our banner year; this in the face of conditions which we all know were none too favorable. So in 1925 we expect to set a new high record.

Price Maintenance Needed

E. W. Hoyt & Co., Lowell, Mass.—The outlook for business is exceedingly bright. The year of 1924 was remarkably prosperous and there is no doubt greater prosperity in store for us during 1925. Reports are coming from manufacturers in New England that are most encouraging. Most of the reports advise that orders on hand for spring delivery are the largest in their history.

We recognize several disturbing factors that confront manufacturers of perfumery and allied products. First and foremost is the so-called Cramton bill. There is danger that it will be enacted into a law. If so, we apprehend serious trouble to legitimate users of alcohol.

Maintenance of prices is for the welfare of the industry and should be encouraged.

Advertisers of toilet articles should do all in their power to banish, badge or no badge, the hidden demonstrator. Said demonstrator is, in our opinion, no more or less than a substitutor and serves to divert sales from nationally advertised articles.

Foreign competition is indeed serious. The taste and

ingenuity displayed in containers and the alluring fragrance of the perfumery of foreign manufacture appeals to women of all ages, here and elsewhere. What we need are master perfumers and craftsmen that completely understand the requirements and taste of the women of America.

Outlook Is Best Ever

O. J. Cathcart, Lazell, Newburgh, N. Y.—We have had a very successful year and the outlook for business for 1925 is the best ever.

Make Preparations for Good Business

C. H. Stuart, C. H. Stuart & Co., Newark, N. Y.—We look forward to 1925 being a big year for us, and are making our plans accordingly. 1924 year was the most successful we have had so far, both in volume of business and profits. Foreign competition in finished products does not affect us, unless it means lower prices on raw materials, or semi-finished materials that we use.

Our opinion is that the concern which fails to make preparations for a good business during 1925 is sure to lose out.

Expect Good Year in 1925

H. K. W. Welsh, treasurer, The J. B. Williams Co., Glastonbury, Conn.—Business was fair in 1924, but what it will be in 1925, we do not know. We wish we did.

Of course there is a feeling of optimism at the present time, but so far as we can see in a great many lines the good business is more in the future than in the present. We rather feel that 1925 will be a little better year than 1924.

Advocates National Publicity

Joseph H. Calisher, Oakley & Co., New York City.—The year 1924 did not show any increase over our business of 1923. I find that the foreign competition in perfume is getting stronger and stronger each year and the writer who is in close personal touch with the buyers of the representative department stores throughout the country finds the competition getting keener year after year.

Irrespective and regardless of what we have to offer, we are invariably confronted with samples of French perfume put up by houses in France without a reputation in this country and brought over and sold at a ridiculously low price as compared to goods of our own make. The demand for a larger and more general use of American-made perfumes and toilet preparations can only be accomplished by national publicity advertising. It is simply a case of creating a demand and that can only be done by the use of printer's ink.

Our business has kept up fairly well but the anticipated large increase has not been realized.

Foreign Competition Not Serious

C. A. Hanley, manager La Creole Laboratories, Memphis, Tenn.—Being naturally optimistic and business conditions appearing to be most favorable we look forward to the biggest year in the history of La Creole Laboratories. Our sales in 1924, we are pleased to state, show a very nice increase over 1923.

With reference to foreign competition in finished products we do not regard the matter seriously. With the great growth in the demand for toilet requisites we must naturally expect the business of our foreign competitors to grow to a certain extent while the business of American manufacturers is heavily increasing.

Better merchandise, liberal trade propositions and particularly high class products, will, we feel sure, contribute largely towards a more general use of American made perfumes and toilet goods.

Believes Reparations Friction Would Help

F. T. Faxon, Faxon & Gallagher Drug Co., Kansas City, Mo.—We believe that our imported perfume business showed a substantial increase over 1923 but do not think that our domestic perfume business increased. We believe that competition in perfumes and toilet goods is growing, so far as we can see it the trend is to the imported goods and we can think of nothing new that will cause the public to prefer the American made perfumes unless friction should arise regarding the debt that France owes this country.

Looks for Gradual Improvement

Frank M. Prindle Co., New York City.—We look for a gradual improvement the first six months and if the European situation improves as hoped for, the last six months of this year should be record breakers in the perfumery industry.

More Quality and Style Needed

S. A. Vail, Vail Brothers, Philadelphia, Pa.—Our business for the year 1924 was very satisfactory. Every month with the exception of one, there was an increase in sales showing a total substantial increase for the 12 months.

The outlook for 1925 seems very favorable. We have already received during the month of January, twice as many orders as in January, 1924. There is no reason why this increase should not continue.

The factors that will most contribute toward a better and more general use of American-made perfume and toilet preparations in 1925 will be to give the trade the goods they want both as to quality and style, which the American perfumer is fully capable of doing. Packages must not only be attractive but quality must be considered as well.

Foreign competition is pretty strong. We are not qualified to state how serious it will be, neither have we gone into it thoroughly enough to know how it is growing.

"Foreign" Products Produced Here

Allen E. Hunt, Colonial Hygienic Co., Chicago, Ill.—Our volume of sales during 1924 were only 5% larger than 1923 and were not at all satisfactory as to volume or collections as 1924 was the most difficult to make collections of any in our 15 years business life. We look for 1925 to be the most successful year that we have ever had for there is a general feeling among all classes of people that this is to be so, and that the feeling will naturally bring about inasmuch as everyone is fairly well employed.

In regard to foreign competition it seems to be growing in volume steadily although a great many of the so-called foreign products are now produced here in this country. Still we need not fear competition of the foreign toilet goods as the feeling among the users of toilet goods is that the American product is as good or better than the imported products, as the foreigner is not held in the same reverence by the American people as he was previous to the World War for he has lost his prestige with us and there is no doubt that the American people and its institutions will gradually surpass Europe in the opinions of the people of the world which all means the success of the American-made toilet preparations.

Outlook Very Promising

S. B. Kaiden, general manager Solar Laboratories, New York City.—In our opinion the outlook for 1925 is very promising indeed, and judging from the continuous increase in the production and sale of American-made products since the cessation of hostilities, one cannot help but look optimistically upon the future.

There is, however, one point that the American perfumer must bear in mind and that is the necessity of acquainting the American public with the fact that the American manufacturers of perfumes and toilet preparations, not alone have learned to manufacture their products to measure up with the imported merchandise of a similar character, but have

produced merchandise that is far better than those manufactured by their foreign competitors.

This is true, not alone of American-made products in this particular industry, but nearly in every industry, the alert American mind always has been fast in creating such machines as will enable him not alone to compete in the foreign markets, but also to so improve the class of merchandise, as to make his product more desirable.

In the last few years, American perfumes and toilet preparations have been exported to nearly every part of South America and Europe, and the demand seems to be constantly increasing and in the face of foreign price competition, that in itself speaks well for American made products and if the slogan "Made-in-America" is kept up, and if the American manufacturer will not in his haste attempt to grab everything in sight, neglect the quality of his merchandise, there is no doubt that the perfume and toilet goods market will be captured by America and that before long America will become a great center for this commodity. Let us hope so.

Preparing for Immense Business

C. M. Mills, secretary-treasurer, the American Products Co., Cincinnati, Ohio.—We were very gratified with the large increase in the sales of Zanol Quality First Products for the year 1924, over the year 1923, in fact, the increase exceeded our utmost expectations.

We are, at the present time, preparing for an immense business throughout the year 1925, as we are today represented in almost every small town and city in the United States, and our products are being sold direct to the homes very successfully, in every part of this country today.

We realize that foreign competition today is a very serious subject in perfume and toilet preparation circles, but this is confined practically to only the large cities, and to the classes altogether. The average American home is not buying foreign perfumes or foreign toilet preparations, and on account of their high price, this could never be considered seriously in this country.

We wish you continuous success in your field of work.

Steady Increase Ahead

W. W. Baldwin, the Baldwin Perfumery Co., Chicago, Ill.—As we view the general conditions of the country we believe that all lines may enjoy an increased volume of business, although we can see no indications at the present time that point to any large increase.

We are looking forward to a very stable and growing increase over the year of 1924.

Collections seem to have improved in the last six months although they are still below what we would consider in normal condition of times.

No Fear of Foreign Competition

John Blocki, president, John Blocki, Inc., Chicago, Ill.—Business has been very satisfactory, showing a material increase over any previous year. The outlook for 1925 is very promising, and we believe it will surpass last year by a large per cent.

If our American manufacturers make quality merchandise, put up in attractive packages which appeal to the public they need have no fear of foreign competition.

Objects to Hidden Demonstrators

Bert O'Leary, Kiefer-Stewart Co., Indianapolis, Ind.—We are pleased to report a substantial increase for 1924 over 1923 and believe conditions reflect a very promising outlook for 1925.

We believe that foreign competition on finished products is increasing to a serious extent and we attribute this largely to the amount of cheap so-called perfumes that are produced and peddled by the American manufacturers. We believe that another thing that is detrimental to the general good of the toilet goods manufacturers of the United States is the

hidden demonstrator. We cannot feel that it is fair to any manufacturer who spends his money legitimately advertising to have competition of this character. We know from experience and from investigation, regardless of the number of statements to the contrary, that a large portion of hidden demonstrators misrepresent the lines of the competitive manufacturers.

We are not adverse to demonstrators so long as the buying public know just who they are dealing with and are not buncoed into the belief that a regular paid employee of the store with which they are dealing is waiting upon them. We know there are exceptions and some demonstrators can come clean but we believe they are in the minority and some method should be found to take care of the proposition.

We hope that 1925 will show up well for the toilet goods manufacturers of the United States.

Sees 1925 as Biggest Year

Sidney Ash, secretary Reich-Ash Corp., New York City.—It is very gratifying to our company to state that the business in our particular field, and from our observation, and interviewing various buyers from large concerns throughout the United States who have visited our show rooms in the past ten days, that 1925 should be the biggest year in the history of our industry.

Retailers Not Overstocked

T. J. Lewis, general manager, Elizabeth Arden, New York City.—In 1924 we showed a very large increase with our business and from the present outlook in 1925, we believe that this will be even a better year than our previous one. From our investigations we find that stores have not loaded up with large stocks of staple lines but have been heretofore buying them to meet their demands; therefore, with increased buying by the public this should mean a very good year for all manufacturers of staple articles.

General Prosperity Evident

Richard E. La Barre, president, Oxyzy Co., New York City.—In our own special field of serving the perfumer with rouge and powder compacts, 1925 opens auspiciously and with a tremendous inrush.

With the general prosperity evident throughout our country, the present year should stand out pre-eminently.

Better Business Than During War Boom

J. M. Hays, secretary, Cumberland Mfg. Co., Nashville, Tenn.—In our line, we specialize on extracts and spices, but we think 1925 is going to be a banner year as every indication in the South is for much better business than we have had since the slump of 1920.

Business Good After April

Leon Beckwith, president, Bonheur Co., Syracuse, N. Y.—We are making plans for a slight increase in business over last year which we believe may reach about 10%. From what information we can gather from our salesmen and customers we have talked with, conditions will be only fair until about April 1st and after that date we believe that we will have a fairly steady business with an exceptionally good holiday business at the close of the year.

Our business can hardly be given as a barometer for other businesses as we manufacture quality products and naturally they sell at a price higher than general merchandise of their class. It is only natural that when conditions are tight our sales suffer through economy of the buyer and when conditions are good we receive the business.

Everybody Believes Business Will Be Good

Rego Manufacturing Co., Nashville, Tenn.—We feel that business in general will be much better this year than last. We believe this because everybody believes it and when this

condition exists we have usually found that results expected will be realized. We have tried to instill this into our force of thirty salesmen and impress upon them the fact that they must do the same thing to their customers, and if this is done we are going to have business.

The first week's results for this year have, with very few exceptions, been most gratifying. In the South conditions are good. The commodities that the farmers raise are at high prices and after all, business is contingent, to a great extent, on the condition of the agricultural or producing classes.

We are very enthusiastic over the prospects for business this year, at least we have faith in 1925, but we do not want any one to disturb it.

Good Business Anticipated

Jennings Manufacturing Co., Grand Rapids, Mich.—Our business for 1924 was satisfactory and this month, January, indicates good sales for 1925. We are preparing for a largely increased business over last year. Indications are very bright over the country for good business this year.

MEXICAN BARBERS ARE BUYING AMERICAN SUPPLIES AND SHOP EQUIPMENT

The City of Mexico affords a fairly good market for the sale of American barber-shop supplies and equipment says Warren Ullrich, clerk to trade commissioner. The number of shops which purchase all kinds of modern equipment and supplies in Mexico City is about 50, and the shops are gradually developing and every day sees them installing some modern American device. These shops are installing equipment for the prevention of infection, and all kinds of electrical apparatus are gradually making their appearance, such as electrical vibrating machines, electrical clippers, violet-ray machines, and electric curling machinery.

The American manufacturer enjoys a practical monopoly of this market, and his only competition is coming from Germany, but this in any case is not in any of the larger equipment, but in scissors, combs, straight-edge razors, atomizers, small hand clipping machines, manicure specialties, shaving mugs, etc. All of the large equipment, such as chairs, revolving posts, manicurists' tables, and electrical apparatus comes from America.

Probably 95 per cent of the barber-shop equipment and supplies purchased by the Mexican shops is obtained through the local agents and representatives of American manufacturers, there being very little direct importation by the shops themselves.

Ceylon as a Market for Toilet Preparations

A. H. Swift, of the Chemical Division of the Department of Commerce, reports that in 1923 Ceylon imported drugs, medicines and toilet preparations to the value of 2,627,652 rupees, of which 7 per cent went from the United States and 60 per cent from England. (The rupee averages 30.7 cents.) The United States export statistics show that the following amounts were shipped to Ceylon in 1923: Coal-tar medicinals, 112 pounds, valued at \$43; "other medicinal and pharmaceutical preparations," 41,014 pounds, \$27,513; perfumery and toilet waters, 252 pounds, \$208; talcum and other toilet powders, 35,666 pounds, \$7,135; creams, rouges and other cosmetics, 642 pounds, \$416; dentifrices, 6,975 pounds, \$8,672; and other toilet preparations, 4,682 pounds, \$2,293. As noted England has a strong hold on this market, but American exporters have made an entering wedge.

One Good Resolution That Blankets All

(From the J. R. Watkins Roll of Honor.)

One good resolution, solidly backed, will do very nicely for all of them. Resolve to get out now and to tell the world business is good by actually doing good business.

WHAT GOOD ADVERTISING CAN DO TO SELL AMERICAN TOILET GOODS ABROAD

"American ingenuity and enterprise are responsible for the good foreign market in toilet preparations which the manufacturers of the United States enjoy," according to Julius Klein, Director of the Bureau of Foreign and Domestic Commerce. "Good advertising has put American dentifrices and talcum powders, particularly, into every market in the world. The foreign trade in toilet preparations, exclusive of soaps, during the nine months of 1924, ending September 30, amounted, in round figures, to \$5,500,000. Of these dentifrices and talcum powders led with over \$2,000,000 worth of the former and \$1,250,000 worth of the latter.

"The sale of toilet preparations in foreign markets is peculiar, because things are not always as they seem, and it is necessary to understand the tastes and customs of the people. One manufacturer of manicure preparations had an odd experience from what seemed to him perfectly logical reasoning. He figured that there should be a good market in Japan for his products on account of the number of geisha girls, who use a large amount of cosmetics—rouge, powder, eyebrow pencils, etc. But when he attempted to open up a market he discovered that while these girls pay great attention to their facial makeup, they care not at all about the appearance of their hands.

"Certainly the peoples of foreign lands do seem to have queer tastes. Down in Colombia, most of the coast population ranges in color from olive to absolutely black. Light colors in powders, nevertheless, are most in demand. White is far in the lead, although some sale exists for flesh, rachel and rose tints. Powders highly perfumed are preferred.

"This fondness for perfumed toilet preparations is quite prevalent among the Latin-Americans. In Brazil, perfumes are widely used by both sexes. A large percentage of the men use hair tonics and similar preparations. Of course, down there race and climate have combined to make the people very pale, often sallow. Consequently, rouge, lipsticks and eyebrow pencils are used almost universally by women of the wealthy and middle classes.

"It is on these differences in tastes and conditions that the Bureau of Foreign and Domestic Commerce is prepared to help the manufacturers," Dr. Klein continued. "The Bureau's representatives in the various countries send in reports on the economic and trade conditions in their fields and these reports are disseminated to the trade. In the matter of agencies also, the Bureau can be of great assistance. Recently one manufacturer has succeeded in working up a good market in Cuba through the agency connections suggested by the Bureau. Keeping track of economic and producing conditions in competing countries is another way in which the Bureau helps the producers of this country.

"Keen competition is to be met in most markets by American exporters of cosmetics of any kind. The French preparations, particularly perfumery and toilet waters, are strong competitors. But when an American manufacturer will carry his products into France, which is supposed to be the home of toilet preparations, and will make a success of selling them there, as was recently the case, there need be little fear that American toilet preparations cannot hold their own in foreign markets. On the contrary, from past accomplishments, it is safe to say that they will have an increasingly good market abroad."

German Dentists Prefer American Teeth

Consul C. M. Ravadal, of Frankfort on the Main reports that manufacturers of artificial teeth in his district have felt American competition ever since the German import restrictions on artificial teeth were removed. (February 6, 1924.) They have been obliged to reduce their scale of production, and a notable falling off of domestic orders is reported. American artificial teeth are preferred by the general run of German dentists, and it is stated that the demand for them is increasing.

CHANCES BETTER FOR INDUSTRIAL ALCOHOL DIVISION

Cramton Bill Hearings Show Yielding by Drys to Our Industries;

Dr. Whitaker and Others Attack the Methods of Prohibition Unit

WASHINGTON, January 17.—Adoption of a number of amendments to the Cramton bill creating a bureau of prohibition was a certainty after a subcommittee of the Senate Judiciary Committee concluded hearings.

Indications were that the subcommittee would approve the creation of a Board of Review composed of three representatives of the Treasury Department and that it would add some amendments relating to divisions of the proposed bureau in connection with the administration of the prohibition law, insofar as it relates to the use of alcohol for industrial purposes.

The various organizations composed of users of alcohol for legitimate purposes failed to present a united front before the subcommittee in support of the proposed amendments.

Amendments suggested by Horace Bigelow on behalf of the American Drug Manufacturers' Association were displeasing to certain groups, notably wholesale druggists, manufacturers of toilet articles, manufacturers of flavoring extracts and the chemical interests. The retail druggists and the proprietary associations went along with the drug manufacturers in their proposals.

Would Authorize an Industrial Division

The Bigelow amendments provided for the creation of a division of industrial alcohol and a division of non-beverage alcohol and for the establishment of a Board of Review composed of three representatives of the Treasury.

Amendments desired by the other groups of industrial alcohol users were offered by W. L. Crouse, representing the National Wholesale Druggists' Association. The Crouse amendments created a division of manufacture and use with a view to the separation of control of the use of ethyl and denatured alcohol and liquor for legitimate purposes from the policing functions of the bureau. According to the supporters of the Crouse amendment, the creation of a division of industrial alcohol and a division of non-beverage alcohol as proposed in the Bigelow amendments would not change the present status of administration in any marked degree.

The Crouse amendment also provided for a Board of Review of three members appointed by the Secretary of the Treasury.

Because of the split in the ranks of opponents of the Crouse bill it proved necessary for the group supporting the Crouse amendments to abandon their insistence upon a Board of Review composed of one representative of the Treasury, one of the Department of Commerce, and one of the Department of Justice. Inasmuch as the drug manufacturers had come forward with a Board of Review composed of three representatives of the Treasury, which was the same proposal approved by the Anti-Saloon League, it was apparent that Senator Sterling of South Dakota, chairman of the subcommittee and dry leader in the Senate, would seize upon this suggestion as embodying the views of the trade. Those favoring representation on the Board of Review from other departments realized that the division in the ranks of opponents of the bill had beaten them on this proposition.

It is regarded as a certainty that the subcommittee will approve the Board of Review composed of three representatives of the Treasury. Just what will be done with reference to the divisions of the bureau of prohibition is uncertain.

Provision for Division of Manufacture

The Crouse amendment creating a division of manufacture and use in the Prohibition Bureau follows:

"There shall be in said bureau a Division of Manufacture and Use, the chief of which shall be a graduate chemist and a person of knowledge and experience in the manufacture, distribution, and uses of ethyl and denatured alcohol and liquor as defined in the national prohibition act, who shall

be appointed by the Secretary of the Treasury and receive a salary of not more than \$—— per annum. Such Division of Manufacture and Use shall administer the law, and regulations promulgated thereunder, relating to the manufacture, distribution, sale, and use of ethyl and denatured alcohol, and liquor, and the law and regulations relating to the manufacture of articles in which the use of ethyl and denatured alcohol or liquor is authorized under the national prohibition act as amended."

The Crouse amendment creating a Board of Review follows:

"All regulations and decisions respectively issued and made by the commissioner and/or of the chief of the Division of Manufacture and Use relating to permits of all kinds; permit-holders of every class; the issuance and revocation of permits for the withdrawal, purchase, sale and use of ethyl or denatured alcohol or other liquors, and the imposition by the commissioner of penalties or assessments of every kind, shall be subject to review by a board consisting of three members appointed by the Secretary of the Treasury and the members of such board shall not at any time have been connected with or employed in the Bureau of Prohibition, or the present Prohibition Unit of the Bureau of Internal Revenue.

"Such board shall designate one of its members chairman, and any interested person, firm or corporation may file with the chairman an application for review of such regulation, decision, imposition of any penalty or assessment, and such application for review shall be heard and decided by said board within thirty days after filing, and the commissioner thereupon shall forthwith conform such regulation, decision, penalty or assessment to the decision of said board; provided, however, that a date for such hearings shall be fixed by said board and not less than five (5) days' notice of the time and place of such hearings shall be given to the applicant and the commissioner, both of whom may present evidence, oral or written, in person or by an attorney, or other authorized representative; and provided further that the applicant or the commissioner may have the decision of said board reviewed by an appropriate proceeding in a Court of Equity, which may affirm, modify or reverse the decision of said board."

Would Create Two Divisions in Bureau

The Bigelow amendment relative to the Board of Review is almost identical with the Crouse amendment. The Bigelow amendment creating two divisions in the bureau follows:

"There shall be in said Bureau of Prohibition, two divisions as follows:

"(1) A Division of Industrial Alcohol, the chief of which shall be a graduate chemist and a person of knowledge and experience in the manufacture of ethyl and denatured alcohol, and the industrial uses of denatured alcohol, who shall be appointed by the commissioner with the approval of the Secretary of the Treasury, and receive a salary of not more than \$—— per annum.

"Such Division of Industrial Alcohol shall administer the laws and regulations promulgated thereunder relating to the manufacture of ethyl alcohol; and the laws and the regulations promulgated thereunder relating to the manufacture of, the issuance and revocation of permits for the distribution, sale, and use of denatured alcohol in such manner as to insure an ample supply of alcohol and to promote the use of denatured alcohol in the development of lawful industry.

"(2) A Division of Non-Beverage Alcohol, the chief of which shall, by technical training and practical experience, have a thorough knowledge of the use of ethyl alcohol and other liquors professionally, and in the manufacture of articles in which the use of ethyl alcohol and other liquors is authorized under the provisions of the national prohibition act, who shall be appointed by the commissioner with the approval of the Secretary of the Treasury, and receive a salary of not more than \$—— per annum.

"Such Division of Non-Beverage Alcohol shall administer

the laws and the regulations promulgated thereunder relating to the issuance and revocation of permits for the distribution, sale and use of ethyl alcohol and other liquors for manufacturing and all other non-beverage purposes."

Numerous Witnesses Heard by Committee

The subcommittee of the Senate Judiciary Committee heard a dozen or more witnesses. The subcommittee is composed of Senator Sterling and Senators Means of Colorado and Butler of Massachusetts, Republicans, and Overman of North Carolina and Reed of Missouri, Democrats.

Witnesses before the committee included Mr. Crounse; Dr. W. J. Schieffelin, of the National Wholesale Druggists' Association; R. H. Bond, of the Flavoring Extract Manufacturers' Association; Dr. M. C. Whitaker, of the United States Industrial Alcohol Company and vice-president of the Manufacturing Chemists' Association; Dr. Martin H. Itner, of Colgate & Co., speaking for the American Chemical Society and the Institute of Chemical Engineers; J. A. Handy, of the Larkin Company, representing the American Manufacturers of Toilet Articles; Dr. Charles H. Herty, president of the Synthetic Organic Chemical Manufacturers' Association; C. P. Frailey, of the American Drug Manufacturers' Association; Samuel Henry, of the National Retail Druggists' Association; Dr. Harrison Howe, of the American Chemical Society; F. S. Rogers, president of the Flavoring Extract Manufacturers' Association of the United States; H. B. Thompson, of the Proprietary Association; J. M. Wise, of the American Engineering Council; B. S. Slaughter, of the Tubize Artificial Silk Company; H. S. Chatfield, of the National Paint, Oil and Varnish Association; Dr. L. H. Baekeland, former president of the American Chemical Society; H. F. Pfeffer, vice-president of the United States Industrial Alcohol Company; Dr. C. L. Reese, of the Manufacturing Chemists' Association, and J. P. McGovern, attorney for the United States Industrial Alcohol Company.

Those appearing in behalf of the Cramton bill included Wayne B. Wheeler, general counsel of the Anti-Saloon League; J. J. Britt, counsel of the Prohibition Unit of the Internal Revenue Bureau, and Assistant Prohibition Commissioner James E. Jones.

All of the witnesses representing the users of alcohol described difficulties encountered in obtaining supplies of alcohol for legitimate uses. The officials of the Prohibition Unit denied that the situation was as bad as represented.

Smuggled Seized Alcohol Sold at Cut Rates

Among the features of the hearings was a charge by Mr. Crounse that many thousands of gallons of alcohol seized by customs and coast guard officials have been sold by United States marshals free of internal revenue tax at \$2.20 per wine gallon, or less than half the market price of domestic taxpaid spirits.

"It is an extraordinary fact that while the proponents of this bill have constantly harped upon the alleged diversion of domestic alcohol, employing the most exaggerated and unfounded statements in support of their allegations, not a word has been heard of the foreign alcohol which has been flowing into this country in a veritable river for the past eighteen months or two years," said Mr. Crounse. "This alcohol is produced in France, Belgium and England and it is no uncommon thing in Eastern districts for legitimate manufacturers and dealers to receive guarded inquiries as to whether superior foreign alcohol at an exceptionally low price could be utilized.

"Considerable quantities of alcohol believed to be of French origin are constantly floating ashore along the Atlantic Coast, having been thrown overboard by rum runners pursued by the customs and coast guard officials.

Government Loses Million Dollars in Taxes

"An absolutely unbelievable situation has recently developed with respect to this foreign alcohol. Large quantities, running into many thousands of gallons per month, have been seized by the coast guard and customs officials, carried through the customs barrier and sold by United States marshals with little or no discrimination at the reduced price of \$2.20 per wine gallon free of internal revenue tax which, as you are aware, amounts to \$4.18 per wine gallon.

"Bear in mind the fact that this foreign alcohol which has paid neither customs nor internal revenue tax but which has

been seized from the so-called rum runners and then sold by the government in direct competition with tax-paid alcohol produced in American industrial distilleries. How much of this alcohol has been so disposed of we have no means of knowing, but it has been estimated that some 60,000 wine gallons have been handled monthly in this manner at the port of Boston alone. It is also estimated that the government has lost over a million dollars in the tax on this alcohol.

"While it might appear that the principal sufferers in this connection are the American distillers of industrial alcohol, the fact is that every manufacturer or dealer in a product made of tax-paid domestic alcohol is at a serious disadvantage in competing with those who have acquired these smuggled spirits which they have been able to obtain at less than half their value through the connivance of their own government.

"Not only have the United States marshals sold this alcohol to holders of permits, but we are credibly informed that sales have been made to parties without permits and in certain cases without regard to the quotas set out in the basic permits of the recipients. One large hospital in New England is recently said to have received 4,000 gallons of alcohol from a United States marshal without any charge whatever.

"Repeated complaints to the authorities by the representatives of industrial distillers and manufacturers of alcoholic preparations unable to compete with this smuggled alcohol have thus far brought absolutely no redress. The Prohibition Bureau has declined to interfere except to say that only those possessing permits may purchase this half-price alcohol. The commissioner of internal revenue in a letter, a copy of which I submit for the information of the committee, has instructed collectors that this smuggled alcohol is subject to seizure wherever found, but the collectors have been informed that the United States marshals are selling these spirits pursuant to a court order and are apparently of the opinion that they may possibly be held to be in contempt of court if they interfere. They are also in many cases without knowledge as to the whereabouts of the spirits.

"The Department of Justice, however, stands squarely behind the marshals in maintaining this amazing and wholly indefensible condition of affairs."

Dr. Whitaker Puts the Issue Up Squarely

The contentions of those opposed to the Cramton bill were summarized in a statement by Dr. M. C. Whitaker of New York City, president of the United States Industrial Alcohol Company and a director of the American Chemical Society.

"The issue raised by the Cramton bill is, as a matter of principle," said Dr. Whitaker, "whether or not the industries of this country, practically all of which directly or indirectly depend upon alcohol—the chemical—are to be dominated, controlled, restricted, experimented with, or possibly exterminated by the concentration of unwarranted administrative power in a group created for the declared purpose of enforcing a social reform, and whether or not it is sound business judgment to increase the scope and the power of a four-year-old organization which has demonstrated beyond any question of doubt, the gross ignorance of the needs and requirements of industry; which has shown an unprecedented inefficiency in administering those functions which bring it into contact with industry; which has proved by its various rulings and edicts a lack of practical knowledge of good business principles together with a disregard for established laws; and which officially admits a high percentage of moral delinquencies among its subordinates.

"These are the issues in the consideration of this bill. They have nothing to do with the merits of prohibition; nothing to do with the aims or policy of prohibition; nothing to do with the great wet and dry controversy.

"Theoretically, industrial alcohol is administered by the Commissioner of Internal Revenue. As a matter of actual fact, the Commissioner of Internal Revenue has delegated his long standing administrative powers over industrial alcohol to a prohibition organization created in his bureau to enforce the prohibition of intoxicating liquors, reserving for himself only a veto power over its rulings and regulations.

"The Commissioner of Internal Revenue now exercises
(Continued on page 634)

TRADE, TARIFF AND INCOME TAX BOARDS ACTIVE

**Houbigant Cited on Relations With Retailers; Organic Census;
One Flexible Tariff Increase Proclaimed; Imports of Aromatics**

WASHINGTON, January 17.—In connection with its drive against maintenance and resale prices the Federal Trade Commission has issued a complaint against Houbigant, Inc., New York City, a corporation engaged in selling perfumes and other toilet articles to retail dealers.

The complaint alleges that the respondent enlists and secures the support and cooperation of retail dealers and of its officers and employees in enforcing the merchandising system adopted by it for the purpose of establishing and maintaining certain specified uniform prices at which its toilet articles shall be resold. The complaint recites in detail numerous methods alleged to have been used by the corporation in preventing retail dealers from reselling the respondent's products at prices less than the established prices set by respondent.

The complaint further states that the effect and result of the corporation's alleged acts is to suppress competition among retail dealers in the distribution and sale of respondent's products and to prevent dealers from selling such products at such prices as they may desire, thus depriving the ultimate purchasers of the advantages in price which they would obtain from unobstructed and free competition. The respondents have thirty days in which to answer and the issue then will be tried in hearings.

Synthetic Organic Sales and Census

The Tariff Commission in announcing the sending out of schedules to domestic manufacturers for compiling its annual census of dyes and other synthetic organic chemicals for 1924 has made public figures relative to total sales of coal-tar dyes of domestic manufacture for the first nine months of 1924. Sales by quantity represented a 27 per cent decline from those of 1923, while by value the reduction was 33 per cent.

The total sales of coal tar dyes of domestic manufacture for the first nine months of 1923 were about 64,500,000 pounds, valued at \$36,500,000, while the total sales for the first nine months of 1924 were about 47,200,000 pounds valued at \$24,300,000. The average selling price for the first nine months of 1924 was 51 cents per pound, or about a nine per cent decline from the price during the corresponding period of 1923, which was 56 cents. These values may be compared with an average sales value of 54.5 cents for twelve months of 1923, 60 cents for 1922, and 83 cents for 1921 and \$1.26 for 1917.

The principal reason given by the dye manufacturers for changes in the volume of sales during 1924 as compared with those of 1923, was the reduction in the activity of the textile and other dye consuming industries.

Other reasons given for the reduction in dye sales during 1924 were:

- (a) Delayed purchases of dyes in anticipation of the reduction in import duties on September 22, 1924.
- (b) Keen competition among domestic producers. A number of the firms reported sales during 1924 at and below cost of production.
- (c) Increased imports of certain dyes, which reduced the sales of those firms producing only these colors.
- (d) Popularity of light shades during 1924, which reduced the consumption of dyes.

A reduction in total sales was not reported by all domestic companies. In the case of a few firms the value of sales

increased, due to the manufacture of new dyes of a higher value instead of the production of cheaper dyes.

Tariff Increase Made by Proclamation

President Coolidge during the month has issued a proclamation increasing duties on oxalic acid from four cents to six cents per pound under provisions of the flexible tariff. This action was taken on recommendation of the Tariff Commission following hearings based on applications of domestic manufacturers who contended that the higher duty was necessary in order to furnish adequate protection against German competition. Oxalic acid is one of the chemicals produced successfully in this country for the first time during the war.

Cut Made in Tariff Board's New Budget

In reporting the annual independent offices appropriation bill the House appropriations committee approved the sum of \$721,500 for the Tariff Commission for the fiscal year 1926, the amount recommended by the Budget Bureau. The appropriation represents an increase of \$28,260 over the amount appropriated for the current year.

In hearings before a subcommittee Thomas O. Marvin, chairman of the commission, said that it was impossible to keep up with current work on less than \$1,000,000 a year.

In describing the activities of the commission under the flexible tariff, Mr. Marvin said that 385 applications for investigations affecting 174 different commodities had been received since the flexible tariff became effective in September, 1922.

Of the 385 applications, 90 were requests for an increase in duty and 257 were requests for reductions in duty. There were 38 applications that included requests for some other purpose, such as a change in classification or for change in the basis of levying duty. The total number of applications upon which action is pending is 164. The number of applications upon which investigations are now in progress is 46. There have been reports sent to the President in connection with six of these investigations, namely, wheat, sodium nitrate, barium dioxide, sugar, barbital and oxalic acid.

"We have had a number of application to place articles that are dutiable on the free list and also a larger number of applications to place a duty on articles which are on the free list," said Mr. Marvin. "But we are prohibited by the statute from considering these requests. We cannot consider an application to change an article from the free list to the dutiable list or vice versa."

President Coolidge has redesignated Mr. Marvin as chairman of the commission and William S. Culbertson as vice-chairman.

Income Tax Ruling in Rub-no-More Co.'s Case

The Board of Tax Appeals has handed down a decision in the case of the Rub-no-More Company of Fort Wayne, Ind., a manufacturer of soap, washing powders, and similar products. The company had appealed from a decision of the Commissioner of Internal Revenue involving a deficiency in tax for the calendar year ended December 31, 1918. The decision was based upon an adjustment to invested capital by reducing earned surplus in the amount of \$95,509.26 upon the ground that the taxpayer had to that extent taken an inadequate deduction on account of the wear, tear and exhaustion of its depreciable assets in prior years and the disallowance of a portion of the deduction claimed by the taxpayer for 1918 on account of wear, tear and exhaustion of assets in determining net income.

The board in its decision held that the earned surplus of a taxpayer as shown by its books will be accepted as correct in the absence of affirmative evidence to the contrary. No evidence having been introduced in this appeal to show that inadequate depreciation had been taken in prior year, the

earned surplus should not be reduced on that account, the board held. The experience of the corporation in years prior to 1918, in the absence of affirmative evidence to the contrary, the board said, indicates that the deduction on account of repairs and wear, tear and exhaustion of assets in that year allowed by the commissioner is excessive.

Year's Imports of Synthetic Aromatics

Imports of synthetic aromatic chemicals in 1924 totaled 73,063 pounds valued at \$199,658, according to a tabulation by the Tariff Commission and the Department of Commerce.

Imports of synthetic aromatic chemicals for the various months of the year were as follows:

	Pounds.	Value.		Pounds.	Value.
January	3,448	\$8,854	August	7,108	\$16,853
February	2,299	5,930	September	3,621	14,518
March	4,145	8,182	October	12,863	45,204
April	3,228	5,058	November	11,364	32,900
May	4,002	15,943	December	11,553	27,950
June	4,895	10,500			
July	4,537	7,766	Total	73,063	\$199,658

Imports of synthetic aromatic chemicals of coal-tar origin in the month of December were as follows:

Name of Chemical	Quantity		In-voice Value	Per Cent by Country of Shipment
	Pounds	Ounces		
Acetophenone (c.).....	101	..	\$743	{ Germany, 99%
Amyl phenylacetate (c.)..	1	{ England, 1%
Anisic aldehyde extra.....	11	{ England, 100%
Benzaldehyde	107	{ France, 100%
Benzophenone (c.).....	1	{ Holland, 100%
				{ England, 100%
Benzyl acetate (c.).....	1,906	{ Germany, 52%
				{ France, 23%
				{ Switzerland, 16%
				{ Holland, 9%
Benzyl benzoate (c.)....	400	{ Switzerland, 100%
Benzyl butyrate (c.).....	1	{ England, 100%
Benzyl cinnamate (c.)....	1	{ England, 100%
Benzyl formate (c.).....	1	{ England, 100%
Benzylphenyl acetate (c.)	1	{ England, 100%
				{ Switzerland, 91%
Benzyl propionate (c.)..	11	{ England, 9%
Benzyl valerianate (c.)..	1	{ England, 100%
Butyl phenyl acetate (c.)	1	{ England, 100%
Butyl salicylate (c.).....	1	{ England, 100%
Diethyl phthalate (c.)....	1,100	{ Switzerland, 100%
Dimethyl acetophenone (c.)	10	{ Switzerland, 100%
Dimethyl hydroquinone....	25	{ Switzerland, 100%
Ethyl anthranilate.....	1	{ England, 100%
Ethylphenyl acetate (c.)	1	{ England, 100%
Gardenal (b.) (c.).....	78	{ Holland, 100%
				{ Germany, 93%
Heliotropine (c.).....	1,431	..	1,247	{ Holland, 7%
				{ Holland, 100%
Hyacinth compound.....	50	{ France, 63%
				{ Switzerland, 37%
Indol (n. c.).....	8	{ England, 100%
Isobutylphenylacetate (c.)	1	{ England, 100%
Isobutyl salicylate (c.)..	1	{ England, 100%
Jacinthe absolute (c.)....	110	{ Switzerland, 100%
Methyl acetophenone (c.)	1	{ England, 100%
				{ Germany, 70%
Methyl anthranilate (c.)	285	..	436	{ Holland, 28%
				{ England, 2%
				{ England, 100%
Methyl cinnamate (c.)....	1	{ France, 100%
Methylnonyl acetaldehyde (c.)	4	{ Switzerland, 100%
Methylphenyl acetate....	20	{ Switzerland, 91%
				{ Holland, 9%
Musk ambrette (n. c.)....	1,445	..	8,677	{ Switzerland, 92%
				{ Germany, 8%
Musk ambrette residue (n. c.)	1,460	..	247	{ Germany, 100%
Musk artificial (n. c.)....	210	{ Switzerland, 84%
				{ Holland, 13%
Musk ketone (c.) (n. c.)..	357	..	2,581	{ France, 3%
				{ Switzerland, 100%
Musk (p. c.) (n. c.).....	500	{ Switzerland, 80%
Musk xylene (n. c.).....	250	{ Holland, 20%
Musk xylene residue (n. c.)	112	{ Switzerland, 100%
				{ France, 96%
Musk residue (n. c.)....	241	{ Holland, 4%
Phenylacetic acid (c.)....	1	{ England, 100%
Phenylacetaldehyde (c.)..	100	{ Germany, 100%
Phenylethyl acetate (c.)..	50	{ Switzerland, 100%
				{ France, 49%
				{ Holland, 29%
Phenylethyl alcohol (c.)..	929	..	2,073	{ Switzerland, 21%
				{ England, 1%
Phenylpropionie aldehyde.	52	{ Switzerland, 100%
Phenylpropyl alcohol (c.)	10	{ Switzerland, 100%
Vanillin (c.).....	10	{ France, 100%
Yara yara (b.)—naphthol methyl ether (c.).....	165	{ Switzerland, 61%
				{ Germany, 33%
				{ France, 6%

(b.) Port of Chicago. (c.) 11 pounds from Port of Buffalo. (c.) Competitive. (n. c.) Non-competitive.

HEARING ON THE DESIGN COPYRIGHT BILL DEVELOPS WIDE DIFFERENCES

WASHINGTON, January 17.—Hearings have been held by the House Committee on Patents on the Vestal bill to provide for copyright registration of designs. Wide differences of opinion developed among the witnesses and it was apparent that little could be accomplished at this session of Congress.

At the conclusion of the hearings it was arranged that suggested amendments should be submitted to the committee in writing within the next two weeks after which an effort will be made to perfect the bill and at least report it to the House. There is little hope of advancing it any farther than the House calendar.

Among the witnesses before the committee were: E. W. Bradford, counsel of the Design Registration League; H. D. Williams, of the New York Patent Law Association and representatives of textile, stove and other manufacturers.

Mr. Williams was especially severe in his criticism. He said it was loosely drawn and that the definitions and penalty clause and other sections should be amended. Above all, if enacted, the bill, he said, should contain a repeal of the design patent law so as to prevent overlapping and the possibility of one manufacturer securing a design patent and another a design copyright on the same design.

Mr. Williams suggested that the bill be laid aside until a measure covering the subject can be drafted by committees representing the patent law associations and presented at the next session of Congress after criticism and suggestions have been heard from manufacturers and dealers.

T. E. Robertson, Commissioner of Patents, offered no objection to the bill, but asked that if it be passed the design patent law be repealed. Thowald Solberg, registrar of copyright in the Library of Congress, said that the bill would be simple to administer and he did not think there would be any material conflict between its terms and those of the design patent law.

Misuse of Word "Imported" An Unfair Practice

The use of the words "Import" or "Imported" in connection with the sale of goods or merchandise which is not imported into the United States from a foreign country is found by the Federal Trade Commission to be an unfair method of competition. This decision was reached after investigation into its complaint against Mitchell Blank, of Camden, N. J., trading under the name of Hagen Import Company of New Jersey, against whom the commission has issued a cease and desist order.

The commission found that the company's trade name was prominently displayed in the newspaper advertisements, catalogues, and other advertising literature, although the respondent does not import any of the merchandise so advertised, but purchased the same from concerns located in the United States. Such merchandise was not imported, but was manufactured within the United States.

A particular sample of the respondent's misleading advertising was found in the label "Imported Bavarian Old Time Barley Malt Extract," that was made here. The findings state that respondent's trade name and method of advertising certain of its products is misleading to the general public and unfair to competitors, who truthfully mark their merchandise.

A FOOL CANNOT!

A fool cannot get angry. A wise man will not—when he thinks.

The trouble is, we all get excited before we start to think. Anger is a sudden sentiment of displeasure and usually wears off with a few hot words. But how these "few hot words" reveal us to the world!

The daily disposition to get angry can be cured if you will only take time to watch others who are making fools of themselves. The lesson should be enough.—*The Silent Partner.*

CHOOSING YOUR ADVERTISING MEDIUMS

Conditions Which Govern Ways and Means to Reach the Right Fields;
How Various Publications Can Be Utilized to Practical Advantage

By LEROY FAIRMAN

New York Advertising and Merchandising Expert

When a manufacturer begins seriously to consider the idea that he ought to advertise, that fact is in some mysterious manner communicated throughout the length and breadth of the country. So far as he can remember, he may not have confided his thought to a single soul; but within a short time his office is invaded by a host of solicitors, all of whom have heard that he is going to advertise, and each one of whom is prepared to prove that he has the only medium which the bewildered manufacturer ought to use.

The newspaper representatives, the magazine men, the poster folks and the car card boys appear in droves. Each one of them presents maps, charts, graphs, surveys, records of advertising results and other data to substantiate the fact that his is the only medium worthy of consideration—the one medium that will make the advertiser's fortune.

All Legitimate Mediums Are Good

After a few weeks of this sort of thing, the confused and bedeviled manufacturer is likely either to decide to do the wrong thing, or in desperation gives up the idea of advertising and shoos the whole bunch of solicitors off his premises.

All legitimate advertising mediums are good in their place, but it is not an easy matter for the beginners to decide just what their respective places may be.

The newspaper boys always have a good argument to give, and usually it is well worthy of careful consideration. For the manufacturer with spotty distribution no other medium can, as a general rule, take its place.

If for one reason or another, a manufacturer's goods are distributed, for example, in New England only; or in some districts in Pennsylvania, Illinois and Ohio, he can select newspapers reaching those sections and circulating nowhere else. Through those newspapers he can tell his story to just the consumers who can buy his goods in their local stores, and none of his advertising will be wasted.

As his field of activity widens and he adds on new territory, he can extend his newspaper advertising so as to cover that territory, always keeping his advertising in step with his selling, and never expending more than his sales, or prospective sales, may warrant.

Never Can Outgrow the Newspapers

No manufacturer can ever outgrow the newspapers. Even if he achieves his highest ambition, and has his goods on sale in every city, town and hamlet in the land, the newspapers are still a valuable and profitable medium. Some of them are actually national mediums. Through the *American Weekly Magazine*, the Sunday supplement of the Hearst newspapers, an advertisement appears simultaneously in 15 newspapers, from Boston to San Antonio, from New York to San Francisco. And such great metropolitan papers as the *New York Times* and the *Chicago Tribune* circulate in surprising volume through many States, exerting a strong sales influence over hundreds of miles of distant sections.

The newspaper is the most flexible of all mediums. You can get into them, or out of them, over night. You can use

small copy or large; you can change it as often as you choose, you can slow up or go full speed ahead as sales conditions, general business conditions or weather conditions may dictate.

There are a number of big newspapers throughout the country that carry an enormous volume of advertising—so much that one wonders who ever reads it, and how it can possibly pay the advertiser. On the other hand, there are thousands of small papers that carry hardly enough advertising to keep them alive. And yet, in proportion to their circulation and the cost of their space, they are just as profitable mediums as the big papers.

Rightly used, these small newspapers are a regular gold mine for the advertiser. The manufacturer who is feeling his way along, whose business has not reached the stage where he can use the big, expensive mediums, makes a serious mistake by overlooking the opportunity these small town papers offer. It is true that they are not very impressive in appearance; they may be badly printed on cheap paper; they may not be very ably edited; the trifling gossip they print may sound ridiculous to the city man, and their circulations may seem pitifully small.

Simplicity and Plainness Usually Desirable

But, in their own communities, they are excellent newspapers. They give their readers just what they want. They are, in a majority of cases, the only newspapers that get into the homes of their little towns and villages. They are read through, advertisements and all, by the whole family. They send business to the local druggist, and the druggist knows it. And their space costs but little. Don't overlook them; plain, simple, homely copy in their columns will sell your goods.

Plainness and simplicity is a good rule to follow in all newspaper advertising. Few newspapers can handle half-tone cuts satisfactorily; broad surfaces of black turn out gray and muddy, fine lines fill up and print badly, and small type becomes illegible. Clear, outline cuts and type of fair size are best for newspaper advertising. Short copy is better than long; except in rural communities, newspapers are looked through hastily, the eye of the reader seeking something of special personal interest. The long story in small type is passed over; something "short and snappy" stands the best chance of being read. The newspaper is published frequently; you don't have to tell your entire story at once. Give the reader one thought, tersely expressed, and save the rest of the story for another time.

The magazine is strong in qualities which the newspaper does not possess. It can be, and generally is, beautifully printed on fine paper; it enables the advertiser to use the most artistic illustrations, in any technique he may wish; it enables him to show his goods, if he so desires, in their natural colors, and it can so place his advertising upon the page that it is sure to be seen by every reader who turns that page.

Furthermore, the magazine has far longer life than the newspaper. Most newspapers are back numbers in less than

24 hours; unless the housekeeper uses them to cover the pantry shelves they disappear the morning after they come into the home. The magazine lies around where it can be seen for a full month; it is picked up and read by the various members of the family again and again; perhaps it is preserved permanently on account of patterns, recipes, household hints or other useful information it publishes. In this way, the advertising it contains has a far better chance to get in its work than does the advertising in a more ephemeral publication.

With the magazine, the advertiser has an opportunity to select his audience. The newspaper appeals to everybody; so do some magazines; but there are many magazines designed to reach people of special interests. There are magazines whose circulations are almost exclusively confined to readers of a special class—all sorts of readers, from golfers to chess players, from needlewomen to motion picture devotees. Some of these magazines have very large circulations; the advertiser who wishes, for example, to reach women interested in embroidery, can buy space in a very few publications and be sure of reaching more than two millions of them, with very little waste.

Always a Receptive Audience of Women

As all women are supposed to be interested in their personal appearance, the manufacturer of cosmetics, perfumes and other toilet requisites has a presumably receptive audience in the circulation of every publication read by women. If, though, he desires to appeal to that highly receptive class, the flappers and the movie fans, he can buy space in magazines that reach literally millions of them, and are presumably read with feverish interest.

Some magazines are sold almost entirely by subscription; some have an almost exclusively news stand circulation; nearly all are, strictly speaking, national mediums. For, while there are many which sell in big cities and others which have a small town circulation, most of them circulate from coast to coast, thickly or thinly. For this reason they are not economical or profitable for the manufacturer whose distribution is spotty, or whose goods are sold only in certain sections. There is too much waste; the advertiser reaches so many thousands or millions who couldn't find the goods if they looked for them, that the high rates become prohibitive.

And the rates are high—necessarily. In the big magazines for women, such as *Women's Home Companion*, *Ladies' Home Journal*, *Pictorial Review*, etc., they are fairly staggering; yet they are a "good buy" for the advertiser of a product with actual national distribution.

They not only sell goods, but they create prestige and good will. The advertiser who appears regularly in such great magazines makes of his business a national institution. He establishes his name and fixes the name and character of his goods firmly in the minds of many millions of people. He builds something which, if intelligently handled and properly conserved, will be of incalculable value to him, and which will be a permanent asset to his business.

Good Money Sometimes Wasted in the Magazines

A great deal of the advertising in magazines, is, nevertheless, a waste of good money. Many manufacturers who have not secured national distribution nor anything like it, rush into magazine advertising through false pride, or because they have been "sold" on the fallacy that a good way to get distribution is to force their goods on the dealers by sending people to their stores to ask for them.

This idea is a fallacy indeed. People who go to the store and ask for your goods when they aren't there, are promptly and easily sold something else. Thus your advertising is building business for your competitors, and people who ask for your product and don't find it won't ask again. Get your goods into the stores before you begin to advertise.

The poster and the street car card are both excellent mediums, but as a rule they should be used for established products, and not for new ones. There are exceptions to this rule. Goods that are bought on impulse can be introduced very satisfactorily through car cards and posters—products, for example, like cigarettes and chewing gum. Such things are inexpensive in price, and are bought carelessly; the bright colors and spectacular display of car cards and posters will sell them.

But such goods as toilet requisites are not bought carelessly. If they are new and unknown, the public must be educated as to their nature and value. Women want to know all the whys and wherefores before they purchase, and there is no room on a poster for educational advertising, nor has the passing through any opportunity to read long stories.

When a product becomes fairly well known, posters and car cards are excellent "reminder advertising." Posters near drug stores, and cards in car lines which bring people into shopping districts, are very good advertising. The woman who is going shopping sees in the car, a card advertising a certain preparation; she steps from the car right into the store with the name of the goods in her mind. The same is true of posters near stores, along car lines, or well placed in the residential districts.

Temptations Offered to Advertisers

This type of advertising is so colorful and so beautiful, that it tempts the advertiser very strongly. He likes to see his name in big letters; he likes to see the blue and gold of his package thrown up in the actual colors. Very well; but be sure you are ready for it before you sign your name on the order blank which will tie you up for one, or two, perhaps three, years of mighty expensive advertising.

Advertising is, after all, a matter of plain, common sense business procedure. There is no use in being afraid of the subject; there is no necessity of being rushed off your feet by plausible space salesmen. You know where you ought to advertise, and the people you want to reach. You know that it is folly to advertise to people who can't or won't buy your goods. A little calm, cautious investigation will show you what mediums really reach the people you want to reach, and do the best job for the least expenditure. You can get, easily enough, honest, experienced, disinterested advice as to how as well as where to advertise. And that is all there is to the subject—the rest you hear is all bunk!

Europeans Read "The American Perfumer"

(From Northam Warren, President Northam Warren Corp., New York.)

You may be interested to know that in each of the offices of three different manufacturers of perfumery and toilet articles in Europe I found a copy of *THE AMERICAN PERFUMER* with which to while away a few idle minutes while waiting for friends. In one of these laboratories at least *THE PERFUMER* is passed around among all the executives in turn and apparently it is read just as closely abroad as it is in the United States. It is gratifying to see the leading publication of the toilet goods field extending its influence in so many foreign countries.

Accept my sincere best wishes for a prosperous New Year.

SOME TOILET ARTICLES WHICH MUST NOT BE SLIGHTED

By W. A. POUCHER, Ph. C., London, Eng.

Author of "Perfumes and Cosmetics"

Cosmetics are almost universally accepted today as a necessary adjunct to every lady's toilet. There are very few of the fair sex whose appearance is not enhanced by their employment, particularly by artificial light. It is, of course, an accepted premise that art goes hand in hand with their use, and, furthermore, it is this factor alone which has caused man and woman alike to approve of them.

Nobody cared for the way in which many ladies daubed on their rouge years ago; it was simply hideous. In those days it is probable that the perfume-chemist had not studied the manufacture of cosmetics to the same degree of efficiency as he has done since, and so we are forced to the conclusion that he has rendered to the human race a service which cannot be described as mean, but must rather be looked upon as great. It is he who has placed in the hands of woman a magic wand which has enabled her to make the world a more cheerful and interesting place in which to live.

The discreet use of face powder is acknowledged to be the finishing touch to a perfect toilet, but it surely would seem to be woman's first concern to enhance the skin if possible *before* the application of any colorings and this final touch.

Liquid Face Powder

There is only one way to do this and that is by the use of liquid face powder, but how many know the secret? This product closely resembles wet white or *blanche de perle* which is commonly used by ladies of the theatrical profession to whiten their arms and neck. It is true that many, other than actresses, knew what a difference it makes to these particular parts of the anatomy, especially at a ball, but it is not often that they have studied the effect on the face.

A liquid face powder is unquestionably more permanent than a dry powder, and it is quite harmless, providing the epidermis is perfectly cleansed before retiring to bed. Its inherent qualities are attributable to its closer contact with the skin, for it literally forms a thin film through which any imperfections are less readily visible. It also affords an excellent foundation for an artistic make-up.

Now what must we use to make available this excellent cosmetic? First and foremost come the bismuth salts, then zinc oxide, French chalk and others. Of the former, the oxychloride stands pre-eminent. It is sometimes used alone, but is improved when mixed with equal quantities of zinc oxide. French chalk often constitutes the only solid ingredient in theatrical wet white, and corn starch is a desirable addition because it prevents the other solids falling to the bottom of the bottle too rapidly after agitation. *Fragacanth* should be avoided. Glycerine is almost invariably added as it prevents the solids becoming dry and powdery after the other liquids have evaporated, and in addition to this, it helps to make the subsequent application of face powder more adherent and so more effective. The best "vehicle" is weak alcohol, ten to twenty per cent, because it evaporates more rapidly and is more cooling in use. Cologne makes an excellent all round perfume.

Such products as these are often described as *enamel*s

but the film they leave on the skin is not semi-transparent. In order to obtain this effect it is necessary to proceed rather differently. Zinc hydroxide or zinc carbonate must be freshly prepared. This is done by precipitating a five per cent solution of zinc sulphate with either excess of ammonia or sodium bicarbonate, as the case may be. The precipitate is washed until free from sulphates and then adjusted from a ten to twenty-five per cent solution. To either, glycerine and perfume are added, but the effect obtained by the former process is, if anything, the better.

Liquid face powders are always more satisfactory when delicately tinted, and a creamy pink is the shade generally preferred. A dead white produces an effect reminiscent of alabaster and even when subsequently well powdered, this is still noticeable.

In recent years an entirely new kind of liquid face powder has sprung into use and it is nothing more nor less than a weak solution of Epsom salts. In fact this inexpensive chemical, colored and perfumed, is much advertised under a fancy name in Europe today, and the purchaser is recommended to dissolve it in water and apply to the face when a most wonderful transformation becomes apparent. The whole secret of its success lies in the fact that as the solvent evaporates, very fine crystals of the salt are deposited in the pores which gives a wholly rejuvenated appearance to the skin. It is, of course, very easily removed by means of hot water.

Rouges

Rouges are generally much better known and consequently more widely used than liquid face powder and it is the common practice today to employ them in the form of compacts. This is certainly the most convenient way of carrying it about, but it is doubtful if the very best effects are obtained by employing this form in preference to either powdered or liquid rouge. Ladies who have had prolonged experience in the use of all three forms rather lean to the view that for absolute efficiency the liquid takes the prize. It possesses the great advantage of indelibility, and in a rain storm this is of vital importance. The great objection raised by the fair sex is the difficulty of even application, but this is facilitated by the perfume-chemist preparing the liquid rouge on the weak, rather than the strong side. The two best methods of application are:—

1. By moistening the skin with water and then applying the rouge on dry cotton wool; or—
2. By putting a drop of the liquid on a wet wad of wool and applying to the dry face.

With practice, the former gives the best results.

Carmine, of course, holds premier position as the pigment, but the eosine group of dye stuffs offer a greater variation of shade and are more permanent.

In the case of carmine, it is the usual practice to dissolve it in a weak alkaline solution, some preferring ammonia, others potash. The latter possesses the advantage of being odorless, but the former loses its odor if the solution is exposed to the air for a time. A little glycerine and alcohol are added and then the liquid is stood aside in a well sealed bottle for several weeks. Carmine often

contains insoluble impurities and these are deposited at the bottom of the bottle. The brilliantly clear supernatant liquid is thereupon decanted and bottled ready for sale.

A bouquet perfume is rarely added since it would probably clash with the odor of the face powder subsequently applied. If it is desired to add a perfume, it is better to chose a weak rose, because this will blend with most odors. The color of liquid carmine rouge is sometimes modified by the addition of eosine. Other liquid rouges are made with a dyestuff only as the coloring agent. Of the eosine group of dyestuffs, eosin is more widely employed than phloxine or rose bengal because it has a yellower shade which more readily tones with the average skin.

The others are more suitable for lip rouges. The general method of preparation is similar to that already outlined excepting that no alkali is necessary. The strength of the solution should be around about one in a thousand. Liquid brunette rouges have the addition of a brown dyestuff such as Bismark brown. Traces only are added to taste.

Powder Rouges

From the manufacturers' point of view it is easier to make prettier shades in powder rouges. The color base is almost invariably carmine. For bright shades this is "topped" with eosin or vermillion and for darker shades with burnt sienna or umber. When the latter are used it is a noticeable feature that on application to the skin the tint becomes darker and this must be borne in mind by the experimenter. The vehicles generally employed are corn starch and talc. The preparation of powder rouges does not call for any details excepting a comment on the fineness of the carmine. This is often powdered very finely, but better results are obtained when it will all pass through a 60 mesh, but not through an 80 mesh sieve. The very slight granular form of the carmine enables the finished rouge to be more evenly spread, and so reduces the chance of a patchy appearance.

Nail Enamel

It is to that eminent American business genius, Northam Warren, that we owe the popularity of manicure specialties and in consequence the demand for preparations which are used in the toilet of the hands. Well manicured hands are a sign of culture and refinement and the finishing touch is unquestionably given by the application of a nail enamel. It is so easy, it dispenses with the necessity for burnishing but it must be remembered that its refractile nature attracts the eye and therefore it should only be used by those whose hands are above criticism.

The great difficulty in the manufacture of nail enamels is the production of an article which does not soon peel off and leave the nails patchy. This danger is reduced when the user cleans the surface with acetone and so removes any traces of matter which might interfere with the uniform contact of the enamel with the nail surface.

One of the best enamels is prepared from celluloid, about 2 per cent being dissolved in amyl acetate (complete solution being effected in a few hours), and this is diluted to a thin syrup with acetone. If a pink product is desired, traces of eosin are added. In order to obtain a brilliantly clear liquid the solution must be placed on one side undisturbed for about three weeks. It is then bottled for sale. *Ambonyna* clove oil makes an excellent perfume.

The text pages of the AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW do not contain all of the news. You must read the advertising pages also to get the full benefit.

DR. COOPER SEES BRIGHT FUTURE FOR COSMETICIANS

Dr. Nellie B. Cooper, Baton Rouge, La., president of the American Cosmeticians' Society, who has done notable work on behalf of the association, and who recently raised over \$7,000 by subscription to promote organization and legislation on behalf of the cosmeticians of the United States, was a recent visitor in New York City. While here Dr. Cooper had some interesting comments to make on the opportunities the vocation of cosmetician offers to young women of character and trained ability. That an increasing number of young women will be attracted to this profession, she feels, is inevitable in view of the legislation now pending in practically all states to raise the standards and which will tend to make the profession more attractive as a life work.

According to the Louisiana law, which is typical of the legislation proposed elsewhere, six months' study in a beauty school or one and one-half years of training in beauty shops is a prerequisite for taking the state examination to practice the profession. This favorable result was largely a consequence of the appointment of Dr. Cooper by Governor Henry Fuqua of Louisiana as expert to collaborate with the State Board of Health in drafting a sanitary code to regulate the profession. In addition to her other work, Dr. Cooper is a member of the Chamber of Commerce of Baton Rouge, and was chairman of the Clean-up Campaign recently conducted in that thriving city by the Rotary Club.

The necessity for adequate training in beauty culture was emphasized by Dr. Cooper in a striking way.

"Hair is a frame of beauty, which may be pinned on if missing," she said, "but the beauty of the eyes, the lips, and the cheeks cannot be pinned on, it must be cultivated. The more cultured and enlightened people become, history demonstrates, the more they seek for external beautification. And we have now reached the point where beauty culture must be undertaken in a scientific manner by people who understand the profession as thoroughly as the lawyer understands the profession of the law or the doctor that of medicine."

SOME "KICK" IN THESE BEAUTY FORMULAS

(Roy L. McCordell's "Every Way" in New York Telegraph)

OUR OWN COMPLEXION HINTS

Several ladies have recently written to me concerning trouble they have in removing footprints from the face. They desire a recipe for this annoyance. I have several times answered this question but this will be the last time that I take up space in this column to do so.

Let my readers cut this out for reference:

TO REMOVE FOOTPRINTS FROM THE FACE.

Corrosive sublimate	10 parts
Oil of vitriol	10 parts
Bichloride of mercury	10 parts
Nitric acid	10 parts
Lunar caustic	10 parts
Carbolic acid	20 parts

Add four drops of rosewater and apply with a hot towel. Leave the solution on the face over night, replenishing every half hour, and in the morning the footprints will be gone.

An ounce of prevention is worth a pound of cure. Keep the feet off your face in the first place. Feet on the face are annoying. They step into one's eyes in the most brutal manner. Keep them off your face. The following application will be found efficacious:

Oil of asafoetida	10 parts
Oil of iodoform	20 parts
Oil of rosewater	2 drops

Apply freely before going out calling or to any other place where the face is liable to be stepped on. You will run no danger of getting footprints in the face after using this.

JANUARY REPORT ON GRASSE FLORAL PRODUCTS

(FROM OUR OWN CORRESPONDENT)

GRASSE, January 7.—Following is the January report on essential oils and floral products.

Orange

Although December and January are not exactly the months in which raw material for perfumery is sold to any very great extent, the demand for orange blossom products has continued during the last few weeks.

The stocks left from the last crop are very low. On the other hand consumers have almost all laid in their supply for the year. As a result the market for orange blossom products will not be very active until the coming harvest in May, and it is still too early to make any prophesies with regard to that. The small quantities of products which remain serve to make the demands, so far manifest, pile up. Thus we come to the next distillation and, if there are no late frosts to injure the orange trees, there will be no very great variation in the prices, as compared with those of the preceding crop.

Rose

The situation with regard to rose products is almost identical with that for orange blossom products. There is enough stock left to last easily until the coming harvest in May, so that there is no need to expect a rise in price for the moment at least.

Jasmin

The ever active demand for jasmin products has reduced the stocks to a very considerable degree. The price is still going up in spite of the very high point from which it started. It will certainly be impossible to satisfy all the demands of the consumers from now until the end of the summer of 1925.

Tuberose

The poor output of these flowers this year has discouraged the producers, and next spring much fewer bulbs will be transplanted than last year. The cultivation of tuberose is rather delicate work. Moreover, as jasmin is more profitable than tuberose, the growers will prefer the former plant.

Cassie

The harvest of these flowers is over. It is estimated as almost normal, although the yield is much lower than those for crops before the year 1920 when a great part of the trees were destroyed by the hard frost of the sixteenth of December of that year, which was terrible for the flowers.

The trees which survived and those which have been set out since that year produced beautiful blossoms this year. Unfortunately the new plantations are scarce. Growers are turning toward other more remunerative plants, so that this charming little yellow flower which is so fragrant will finally disappear unless we decide to give more encouragement to the cultivation of cassie trees.

Mimosa

The first flowers have appeared, but they are so expensive that only the business of exporting the flowers for bouquets can afford to meet the present market prices.

Within the last few years the cultivation of mimosa has developed to an enormous extent along the whole Côte d'Azur, from St. Raphael as far as Menton.

The perfume business will begin to negotiate for the flowers in two months, that is to say when they are very full blown and have reached prices that are reasonably accessible.

Violet

The first violets have also appeared, but their manufacture into perfume will not begin for two months. Parma violets will be very scarce and very high in price. Victoria violets are the only kind that will reach the factories in any quantity.

Hyacinth and Jonquil

These two flowers will also be rare this year. Jonquils, especially, which were scarce last year will be bought at very high figures.

Geranium

In the last few weeks Bourbon geranium oil has gone down rather considerably in price. As the new distillation increased the stocks available and as the demand lessened a little, a rather serious drop followed. A great many sellers expect an early recovery because, in their opinion, this low price cannot be maintained.

Algerian geranium oil has not been affected by the decrease in price. The market price remains stationary because the stocks are very low and there will be no more oil until next May.

As for the geranium oil from Grasse, since the output of the last cutting was poor, the selling price has been extremely high. There is very little stock left and all of it will be sold at the present market price, because at Grasse we have only a single cutting toward the end of the summer.

Mint

The increase which occurred in the prices of all the mint oils has been maintained ever since.

Grasse mint oil is very scarce and consequently very expensive. It will be difficult to meet the demands already made, and there will certainly be no mint left in a few months.

Lavender

The market is almost stripped. Everything at first hand has been sold so that the markets are closed until next year. A few lots of mediocre quality that no one wanted are still for sale, but they will be sold very quickly because buyers cannot find anything better.

Spike

All the spike oils are expensive and scarce. The good French spike oil has been sold out for a long time. As for imported oils, a great many consumers are forced to be content with these for lack of anything better and in spite of the fact that they are very expensive. Before the next distillation there will be absolutely nothing left.

Rosemary

A rather perceptible rise in the price of rosemary oil has occurred. The soapmaking industry has largely bought up this oil, which was the cheapest available. As the stocks were not large the price was not slow in going up. An even higher price is to be expected.

Thyme

The demands are equally large and the stocks are low. No drop in price is to be expected for this oil.

Perfumers in China Appreciate Our Magazine

(From H. Schloten, Editor of the China Chemists' and Druggists' Review, Shanghai, China.)

We recently received the September and October numbers of THE AMERICAN PERFUMER and do not hesitate in saying that yours is the most artistic trade paper we know.

There is hardly a perfumer in Shanghai who does not know THE AMERICAN PERFUMER and we ourselves take pride in showing the magazine whenever we have the opportunity. We show it to our advertisers as an example of good taste.

Of course, it is not only artistic, it is interesting and contains an unusual amount of useful information. At the low subscription price you ought to have a large number of subscribers, which in turn would show what intelligent co-operation of advertisers can do for a paper and at the same time for the advertiser and subscriber.

BABSON SUGGESTS SALES CAMPAIGN PLANS FOR 1925

**Statistician's Only Fear is Overdoing Exertions Early in Year;
Improvement in Trade Outlook Encouraging in All Parts of World**

Roger W. Babson, the noted statistical expert, in his survey of current business conditions, deals optimistically with the future. In his monthly review he says:

"Reports for the month of December show a continued increase in general business. While Christmas retail has not been wholly satisfactory, activity in industrial lines is improving and most of the barometer subjects show an upward trend. Complete data for the month are not available. From preliminary reports, however, it is evident that the quickening in industry continues and is gradually expanding to include more lines.

"We believe that business in 1925 will be better than it was in 1924. In the first half of the year we expect a higher level of commodity prices, better industrial activity and earnings and somewhat higher money rates. Such a development seems reasonable in view of the stronger fundamental conditions we have mentioned before, and also from a survey of the conditions in industries.

Not a Time to Start Expansion

"The only thing to fear is that the upward movement may be overdone in the early portion of the year. While you are justified in being more optimistic over the present outlook, this is not a time to start in on expansion which only an old-fashioned boom could make successful. Moreover, it will be well not to form any hard and fast opinions yet as to what the trend during the latter half of the year will be. Instead, one should adopt a moderate course and shape plans in accordance with developments.

"In laying out sales plans for the first half of 1925 we recommend giving special attention to the agricultural sections. The localities which now promise the greatest improvement in purchasing power include Minnesota, the Dakotas, Kansas, Arkansas, Mississippi and Florida; prospects are fairly good for Montana, Nebraska, Iowa, Missouri, Illinois, Tennessee, Alabama and Georgia. This is a preliminary list which must be watched and modified as fresh tendencies develop. If cotton prices hold up as at present the South should be better than in 1924, for a large crop is promised. What the sales opportunities will be in the other farming communities later in the year depends, of course, upon the new crops and their prices.

Stronger Trend in Trade Expected

"Before the year is over, manufacturing centers may take the lead again. In any event, it will be well to make tentative plans for special campaigns in industrial districts for the second half of 1925, or even beginning somewhat earlier, if the recovery should exceed its present speed. Toward the middle of the year at least, the stronger trend now foreshadowed in textiles, steel and other industries, may be well established.

"In this connection, remember that in previous swings of business, New England and adjacent territories have usually been most prompt to improve. In Pacific Coast territories and some of the Mountain States where mining or live stock are factors, business probably will continue quiet for a while.

A year ago the industrial centers of the Eastern States and

the cotton areas of the South were doing fairly well, but the great agricultural areas of the Middle-West were in the depths of depression. Today there are few large sections seriously depressed. California, other parts of the Pacific Coast and the cattle areas are having difficulties. This also is true of isolated spots in other localities, but taking the country as a whole, there is a better balance in buying power between the various sections than there has been for several years.

"Moreover, a survey of the principal industries shows that an increasing number are now working close to what may be considered their normal rates of activity. This more even balance among the various localities and different industries should give a broader and more stable basis for trade.

Germany's Condition Improving

"Both political and economic conditions in most parts of the world are gradually becoming more favorable to business. Even the recent German elections are at least not unfavorable. The strength gained by the Social Democrats was mainly at the expense of the Communists and other groups which would have been less stable. Operations of the Dawes Plan will not be impeded and, from a business standpoint, conditions are better.

From nearly all sections of Europe comes reports of gradual improvement. Foreign exchange of The Netherlands, Sweden and Switzerland are above par and approaching the gold export point. The new German marks and Russian chervonetz are holding their par value. Sterling is now only about 3 per cent under par and is very strong for this season of the year.

Fundamentally the Corner Has Turned

"You should not make the mistake of thinking that all Europe's troubles are over. Those who are extending credit abroad should be on guard against an increase in commercial and banking failures as the aftermath of deflation and devaluation. We believe, however, that fundamentally the corner has been turned and that the next few years will bring a substantial increase in the amount of business between the United States and Europe."

How Some of Us Know Less Now Than 20 Years Ago

Murray Olyphant, manager of the investment service department of the United States Mortgage & Trust Co., New York, is responsible for our publication of the following excerpt from *The 1905 Bandwagon*, which has been sent out in the interests of the twentieth reunion next June of Princeton's class of 1905:

FELLOW-CLASSMATES OF 1905: Do you realize you are twice as old now as you were when you entered Princeton and that you know just half as much now as you did then? Think of that and you will realize how much Princeton has done for you. Figure out on this basis what you will know when our Fortieth rolls around. Also, bear in mind that when you entered Princeton you couldn't have graduated and when you graduated you couldn't have entered, and after you had been out six months you couldn't have done either. That is what makes Princeton a veritable storehouse of learning. Every Freshman brings a little knowledge and but few take any away, so it naturally accumulates.

RESINAROME APPEAL LOST; NEW NARCISSUS DECISION

Customs Court Overrules Importers' Claim for Low Oak Moss Duty;
Caron Decision Against Vivaudou is Reversed; New Tariff Rulings

OAK MOSS DECISION FIXES HIGH RATE ON GOVERNMENT'S APPEAL

Overruling the contention of Ungerer & Co., protestants, New York, Judge McClelland of the Court of Customs Appeals has found that Resinarome Oak Moss and Resinarome Orris are properly dutiable as assessed at 45 per cent ad valorem under Paragraph 61 of the Tariff Act of 1922. This decision followed the appeal of the case by the Government following decision by the appraiser allowing the material free entry under paragraph 1584 as a natural resin. The protestant also presented evidence asking classification of the material, if not entitled to free entry, under a lower rate of duty than that applied. This also was overruled by the court which held that the material was in fact an aromatic chemical of natural origin under the meaning of Paragraph 61. The arguments in the case were quite fully discussed on page 544 in our issue of December, but a brief resume is also presented herewith. The contention of the government in the matter was that the material was in fact an aromatic chemical which in addition to definite fixative value, conceded by the importer, possessed an odor value as well. It further contended that the resin was not a gum resin or a natural resin, properly so called inasmuch as it was derived from the lichen commonly known as "oak moss" by recovery through a volatile solvent, and that this method of recovery fixed it as an aromatic chemical of natural origin.

The importer claimed classification in the free list as a natural resin under paragraph 1584 arguing that resins of natural origin must fall under that heading. Failing this he claimed free entry under Paragraph 1571 which allows free entry to enfleurage greases, floral essences and floral concretes not mixed nor compounded, nor containing alcohol. He also alleged possible classification under Paragraph 1631 in the free list which exempts a long list of essential oils from duty.

While the decision of the court in the matter appears to be fairly clear cut it may be said that the material in question might be considered dutiable at any one of the several lower rates under various paragraphs in the Tariff act covering perfume materials, oils, essences and the like, some of which were presented in the case of the importer. The question of fact in the case appears to be whether the material is properly a chemical, an essential oil, or a natural resin. The contention of the appraiser in which the decision concurs apparently limits the definition in Paragraph 1584 to gum resins. Without disrespect to the Court, it may be said that this is a matter upon which experts in the line can reasonably take issue with the decision.

Paul Westphal Sues to Protect Firm Name

Paul Westphal, 306 West 36th street, New York City, originator, manufacturer and owner of Paul Westphal's Auxiliator and other toilet articles since 1881, has instituted injunction proceedings in the Supreme Court against a grandson of Paul Westphal, who recently started in business under the name of Paul Westphal Co. and is at present known as World's Best Co., to enjoin the use of the name of Paul Westphal, or Westphal's, or Westphal.

The plaintiff intends to make co-defendants of agents or distributors in the suit for damages and the outcome will be watched with much interest. The plaintiff maintains that inasmuch as it has commercialized, advertised, and merchandised the name of Paul Westphal in connection with its products throughout the world for nearly one-half century at a cost of hundreds of thousands of dollars and much effort, that the name Paul Westphal belongs exclusively to it insofar as it pertains to the manufacture or sale of their tonics and toilet requisites.

VIVAUDOU SECURES VOIDING OF TEMPORARY INJUNCTION

A decision by the U. S. District Court for the Southern District of New York restraining V. Vivaudou, Inc., from offering its products in packages resembling the packages used by Caron Corporation, reported on page 373 of our September, 1924, issue, was reversed January 5 by the Circuit Court of Appeals Judges Learned Hand, Rogers and Manton concurring in the opinion which follows:

"This is a suit upon a registered trade-mark 'Narcissus Noir' for a scent and upon unfair competition in the defendant's make-up. The plaintiff applied for an injunction pendente lite, and voluminous affidavits were exchanged concerned for the most part with the trade-mark which, though it means Black Narcissus, was alleged to have acquired a secondary meaning. The district judge declined to grant any injunction against the use of the defendant's trade names 'Narcissus Jaune' and 'Narcisse de Chine,' but did enjoin the defendant's make-up. The plaintiff did not appeal from the refusal, but the defendant appealed from the injunction. Hence it becomes necessary to discuss only that part of the order.

"The plaintiff sold its scent under the trade-mark 'Narcisse Noir' and to reinforce the association of the word Narcisse with the color black enclosed the scent bottles in black boxes and gave them black stoppers. It sold a talcum powder scented like the liquid, and this, too, it sold in black boxes. We may take it that it has done all it could by the use of black to supplement whatever the word 'Noir' might leave unsaid.

"The defendant makes a scent and a scented powder which we shall assume to the ordinary nose to be distinguishable from the plaintiff's, and which it calls 'Yellow Narcissus' or 'Chinese Narcissus.' It is the use of the word 'Narcisse' which is the supposed verbal infringement.

"Its bottles and sachets it encloses in pasteboard boxes garishly illustrated with a floral design after Chinese, or we should rather suppose Japanese models. This design represents three full bloom flowers and one bud of what is no doubt intended to be the narcissus flower. The main part of the flower is in vermilion on a green stalk and the general background is in part of a deep slate blue. But the inside of the corolla is colored black as is the tip below the calyx where the flower joins the stalk. As the flower is shown in perspective only a small part of the inside of the corolla appears and the black area is very trifling compared with the whole.

"One of the narrow ends of the box is colored black substantially over all its area, and there is an appreciable black surface on the sides, but the top has no black besides the flowers. On the black end appears the legend 'Narcisse de Chine, Vivaudou.' These boxes come from France, and as required by law are marked on the bottom 'Made in France,' though the bottle, the scent and the powder are made in this country. The plaintiff succeeded in getting into the injunction a provision against the use of this phrase unless modified.

"We think it unnecessary to review the decisions touching the use of colors in commercial make-up and the extent to which that use may be controlled in the interest of fair trade. Such cases necessarily involve a compromise between conflicting interests and not absolute rights. They are in substance quite the same as cases of secondary meaning and 'non-functional' design.

"While the plaintiff has no right to a monopoly in the use of the word, the color or the ornament, simpliciter, when it becomes an element in a manifold likely to divert from him his customers, the law will prevent its use. It is quite true that the defendant's 'rights' to use such com-

binations as he chooses is curtailed, but his interests in any particular combination are too trivial to stand against the plaintiff's damage in his loss of trade. The law can compose such conflicts only by recourse to the relative importance of the interests involved. There is no rule.

"Color may be an effective means of fraud though the cases, so far as we know, have always turned on color as an element in a dress otherwise shown to be fraudulent. However, we have no disposition to lay down limits to a field which is inevitably vague, beyond observing that it must be a clear case in which mere similarity in color will be enough. More generally the plaintiff has been unsuccessful.

"In all such cases we commonly use our own eyes and must project in imagination any possible confusions to which a careless buyer might be subject. If there were proof of actual confusion we could correct our naive impressions, but the single instance proffered is too slight for reliance. Thrown upon what our senses tell us we have no hesitation in finding that there is neither suggestion nor intimation from the top of the defendant's boxes that their contents is the familiar black narcissus scent.

"These gaudy red flowers on their green and blue background, cannot, so far as we can see, lead anyone to think that they are red and black flowers. The black spots in the center are apparently meant to represent shading, but it makes no difference what they are.

"The black end on which appear the words 'Narcisse de Chine, Vivaudou' does, it is true, make a more plausible case. The boxes stacked in files with that end showing conceivably might deceive a hasty buyer, seeing the word on a black background and no more. But we have no evidence that the boxes are so stacked or sold from stacks, nor have we any substantial reason to suppose that buyers are in fact deceived. Normally we should say the box is seen from above; the eye gets its impression from a glance at the whole. Perhaps not; we need say at present no more than that the case is too uncertain for relief pendente lite. If the defendant is fraudulently disposed, at least it has been strongly wary in execution. We should have to be convinced by unusually strong proof that so trifling a feature was of consequence. At the trial more may appear, or the defendant, now advised of the possibility of confusion, may choose to eliminate any black at all from its dress, having run off its present stock of boxes.

"The opinion was filed on September 3. On October 11 a former employee of the defendant, one Vogt, made an affidavit in which, for the first time, mention was made of certain display placards which were distributed in the summer of 1924 to retailers and also of the legend 'Made in France' on the bottom of the boxes. The bill lays neither of these features as a ground of relief, and the relief must follow the bill.

"The plaintiff may wish to amend and may in the end succeed in respect to either or both of these matters, but we think it best to say nothing of them at the present time. They were afterthoughts brought in when the case had already opened and only a few days before the order was signed. On the record as it stands, the plaintiff is not entitled to any relief upon them."

In order that infringers may not receive encouragement from reports that they are free under any court decision to copy Caron's 'Narcisse Noir' package or trade-mark, it is stated by the Caron Corporation in a letter sent to the trade that the decision rendered on January 5 is not to be so construed.

The decision of the United States Circuit Court of Appeals, the Caron Corporation state, "is only upon a preliminary injunction, and, as shown by the decision itself, it is based upon technical grounds which can be remedied."

Caron Corporation has obtained a temporary injunction in a suit against Geo. Borgfeldt & Co. restraining the use of black in the dress of the Borgfeldt package, and it points out no appeal was taken from that injunction, which remains binding. Caron Corporation likewise obtained a preliminary injunction against A. P. Babcock Co. generally similar to the injunction in the Borgfeldt case except that the Borgfeldt injunction was granted by the Federal court, while the injunction against Babcock was granted by the State court. The injunction against Babcock likewise has not been appealed from.

Of the three cases presented the one against Vivaudou, the Caron Corporation states, involved the least use of black in connection with the word "Narcisse." The Circuit Court of Appeals has merely held that pending the trial of the action and until further proof is produced and the complaint amended in certain respects, no temporary injunction should be granted. The injunction in the Vivaudou suit had been stayed pending the appeal, so that the situation is not changed in any way.

Caron Corporation, upon amending its complaint as suggested in the opinion of the Circuit Court of Appeals and furnishing additional proof which that opinion states is lacking, will be free to apply for a temporary injunction which will be valid under the rule laid down.

An application for a rehearing on the motion for the injunction pendente lite made by Caron was denied by the Circuit Court of Appeals.

DILUTED FLORAL ESSENCES COME IN FREE

It is learned from an authoritative source that certain shipments of floral essences which have been held up by the Appraiser at New York for investigation and final assessment, owing to the fact that they are diluted with diethyl phthalate, have been released under paragraph 1571 of the Tariff Act of 1922 and allowed free entry under that paragraph. The question which was troubling the appraiser in the matter of these essences was whether dilution with diethyl phthalate would constitute "mixing or compounding" under the meaning of the Tariff Act and hence throw such materials into the dutiable class.

It may now be stated authoritatively that such dilution will be treated in the future as it has been heretofore, and that the use of diethyl phthalate as a diluent will not be considered as "mixing or compounding." There is, however, excellent belief for the statement that shipments of these materials claiming free entry will be carefully watched for "dilutants" and that should materials with definite or recognized odoriferous properties be used in diluting the essences or concretes that seek entry, they will be classed as dutiable by the appraiser.

Metal Perfume Sprays Not Jewelry

No. 48390.—METAL PERFUME SPRAYS.—Protests 39250-G, etc., of Justin Dupont (Inc.) et al. (New York).—Metal perfume sprays or atomizers classified as jewelry under paragraph 1428, tariff act of 1922, at 80 per cent ad valorem, are claimed dutiable at 40 per cent under paragraph 399.

Opinion by Sullivan, G. A. On the authority of G. A. 8654 (T. D. 39652) and Abstract 47158 the metal perfume sprays in question were held properly dutiable as manufactures of metal under paragraph 399 as claimed, and the protests making that claim were therefore sustained.

Marking of Imported Perfume Bottles

Under a recent ruling by McKenzie Moss, Assistant Secretary of the Treasury, empty glass bottles imported to be used as containers of domestic perfumes are required to be permanently marked to indicate the country of their origin. This is provided in section 304 (a) of the Tariff Act of 1922. Bottles may be marked "Bottle (or container) Made in Germany," to guard against possibility of the marks of origin on the bottles being mistaken as applying to the merchandise with which they are filled after importation.

Lilly & Co. to Pay Warner Suit Costs

A motion by E. W. Bradford, attorney for Eli Lilly & Co., that the United States Supreme Court retax the court costs in the chocolate quinine case of Warner & Co. against Lilly & Co., so that Warner & Co. could be liable, has been denied by the court. The costs, which have been assessed against Lilly & Co., amount to \$2,330.

ACTIVITIES OF ASSOCIATIONS, SOCIETIES AND CLUBS

Chemists and Drug Trade Factors Elect Officers and Get Medals;

New Export Club; Some Expositions; Rochester is Paper Box Mecca

AMERICAN CHEMICAL SOCIETY ELECTS PROFESSOR NORRIS PRESIDENT

Announcement is made of the election of Professor James F. Norris, of the Massachusetts Institute of Technology, as president of the American Chemical Society for 1925. Professor Norris, who succeeds Dr. Leo Hendrik Baekeland of New York, is Chairman of the Division of Chemistry and Chemical Technology of the National Research Council.

The new directors chosen are Professor E. C. Franklin, of Leland Stanford University, and Dr. W. D. Bigelow, Director of the Research Laboratories of the National Canners' Association, at Washington. The new councilors-at-large are Professor T. B. Johnson, of Yale University, Dr. A. M. Comey, Cambridge, Mass.; Professor W. Lee Lewis, Northwestern University, and Edward Mallinckrodt, the manufacturer of St. Louis. Professor Lewis is the Director of the Bureau of Scientific Research of the Institute of American Meat Packers, Chicago.

Professor Norris received his A. B. and Ph. D. degrees from Johns Hopkins University. He has been on the Faculty of Simmons College and Vanderbilt University and is now Professor of Organic Chemistry at the Massachusetts Institute of Technology. During the war he was associated with the Naval Consulting Board and was in charge of chemical research for war gas offense in the Bureau of Mines. He was made a lieutenant colonel later and placed in charge of the Chemical Warfare Service in England. He also made an inspection of the German chemical war gas factories.

Professor Norris is an assistant editor of the *Journal of the American Chemical Society*, is the author of articles and books on chemistry, and is a Fellow of the American Academy of Arts and Sciences and of the American Association for the Advancement of Science.

The national Spring meeting of the American Chemical Society, it was announced, will be held in Baltimore in the week of April 7. Emerson Hotel will be headquarters and meetings will be held in Johns Hopkins University.

Prof. Bogert's Western Lecture Tour

During the intermediate examinations at Columbia University, and at the invitation of various local sections of the American Chemical Society and other groups of citizens interested, Prof. Marston Taylor Bogert will deliver public lectures upon the subject of "Science and Art in the Perfume Industry" in the following cities: Tuesday, January 20, Cleveland; Wednesday, January 21, Akron; Thursday, January 22, Ann Arbor; Friday, January 23, Chicago; Saturday, January 24, Evanston; Tuesday, January 27, Madison, Wis.; Wednesday, January 28, or Thursday, January 29, Minneapolis. The lectures will be illustrated by the Bush collection of colored lantern slides, by perfume products from various parts of the world and by finished perfumes.

Prof. Wimmer's New Journal Welcomed

The fourth number of the *Messenger*, the new monthly journal published by the College of Pharmacy of the City of New York-Columbia University, has been issued and is just as interesting as its predecessors. It is edited by Professor Curt P. Wimmer and the editorial office is at 115 West 58th street, New York. Copies are being sent to 3,000 graduates and the publication has been honored with a warm welcome. The subscription price is \$2 a year and advertisers who desire to reach the pharmaceutical profession have already begun to discover its usefulness. Typographically and in value of its general run of contents it is one of the best publications in its sphere.

TRADE BOARD'S DRUG-CHEMICAL SECTION STARTS THE NEW YEAR VIGOROUSLY

Edward Plaut, retiring chairman after two terms, presided at the thirty-sixth annual meeting and luncheon of the Drug and Chemical Section of the New York Board of Trade and Transportation which was held at the Drug and Chemical Club on January 7. Mr. Plaut made a most interesting report of the activities of the section and was followed by reports from the chairman of the various standing committees, as follows: Essential oils, F. E. Watermeyer, of Fritzsche Brothers; membership, E. F. Goldman; executive, C. C. Speiden; legislative, Dr. H. C. Lovis; jobbing druggists, Howell Foster; importers of drugs and chemicals, S. B. Penick; manufacturing pharmacists, Franklin B. Yates. Committee on tares, Irving McKesson, who reported that the tares of the section had been adopted as a standard by the New York State Department of Farms and Markets.

The following officers were chosen for the new year: Chairman, Charles L. Huisking of Charles L. Huisking, Inc.; vice-chairman, C. McK. Garrison, of Merck & Co.; treasurer, William A. Hamann, of Roessler & Hasslacher Chemical Co.; secretary, William F. McConnell; to represent the section as a director in the New York Board of Trade and Transportation, Edward Plaut, of Lehn & Fink, Inc.; executive committee, Clement C. Speiden of Innis, Speiden & Co.; Theodore W. Day, of C. S. Littell & Co.; Carroll Dunham Smith, of Carroll Dunham Smith Pharmacal Company; A. Bakst, of Bakst Brothers; S. W. Faser, of Burroughs, Wellcome & Co.

The subject of alcohol and alcoholic compounds being sold at prices lower than the Federal excise tax, reported to the section by several members, was referred for investigation to the jobbing druggists committee.

Chemical Salesmen Celebrate Christmas

The Salesmen's Association of the American Chemical Industry enjoyed its second annual Christmas dinner on the evening of December 22 at the Builders' Exchange Club. After a turkey feast there were ten acts of vaudeville and Santa Claus distributed gifts from a Christmas tree. The committee consisted of Harrison F. Wilmot, chairman; Ralph Dorland, Dr. F. P. Summers, A. P. Howes, H. W. Adkins and George Ashworth.

D. H. Killeffer at the January meeting was authorized to arrange for a course of five lectures on "Chemistry in Industry" by Dr. Breithut in Hygiene Hall, College of the City of New York.

The next meeting of the association will be held at the Builders' Exchange Club, New York, January 27, and will be addressed by Prof. Allen Rogers on "Some Common Chemicals and Where They Go."

New York Drug and Chemical Club

The customary holiday celebration and entertainment of the New York Drug and Chemical Club was held at the club rooms on December 27. A delectable luncheon was served from noon to 2:30 and a varied vaudeville program furnished amusement. The committee: H. S. Chatfield, chairman; Joseph K. Smith, F. E. Humphreys.

The Club has issued its year book for 1924-25, giving lists of present and past officers and members.

Ex-Presidents' Meeting of Chicago Allies

The next meeting of the Chicago Perfumery, Soap & Extract Association will be an "Ex-President's Meeting" and it is expected that all the living ex-presidents will be there—about ten in all. The evening will be one of good-fellowship with that "Prince of Good Fellows," Donald M. Clerk, the

new president of the association, in the chair at the business session.

A question that will come up for discussion will be the Child Labor Amendment to the Federal Constitution, the purpose being to take action for or against the amendment. A lively discussion is in anticipation as opinion is divided on the subject.

The big feature will be the announcement of the new standing committees for the current year. The list follows:

Executive Committee—Donald M. Clark, Franco American Hygienic Co.; Louis J. Freundt, American Can Co.; Walter L. Filmer, Monsanto Chemical Works; Harold Lancaster, Marshall Field Co.; H. D. Crooks, John Blocki & Son.

Membership Committee—Arthur Fortune, chairman, Morana, Inc.; Euclid Snow, Mallinckrodt Chem. Co.; Harry G. Baldwin, Baldwin Perfume Co.; W. G. Mitchell, Clarence Morgan & Co.; All Dedrick, Edward T. Beiser Co.

Legislative Committee—Thomas J. Hickey, chairman, attorney; D. T. Gunning, Arbuckle Bros.; Frank W. Jones, Melba Mfg. Co.

Bowling Committee—Clarence Seguin, chairman, C. A. Seguin Co.; J. H. Susanke, Dodge & Olcott; Ray Morris, Orbis Products Co.

Publicity Committee—Phil Rising, chairman, Chas. Pfizer Co.; E. J. Voss, Jas. S. Kirk & Co.; Charles D. Brownson, Innis, Speiden & Co.

Entertainment Committee—Roy Downs, chairman, Illinois Glass Co.; A. C. Drury, A. C. Drury & Co.; E. W. Vickery, U. S. Industrial Alcohol Co.; S. D. Simpson, Chicago Cork Works; F. S. Dedrick, Jas. S. Kirk & Co.

New Drug Export Club to Consider Credits

Firms in our industries are interested in the new Drug Export Club, formation of which has just been announced by the chairman, A. B. Dod, manager of Merck & Co., New York City. The object is to bring about an intimate discussion of difficult foreign accounts whose treatment requires personal attention. According to Mr. Dod, already the club has been successful in averting several imminent failures in foreign countries, and in a number of cases the members have co-operated in pooling their interests and making a joint agreement with the foreign debtor to liquidate his obligations to the creditors as a unit. The purpose of the club is to act as a clinic in foreign cases rather than as a morgue, and by sustaining commercial life in foreign firms as against bankruptcy proceedings, has saved large amounts for its members. The club is affiliated with the Foreign Credit Interchange Bureau of the National Association of Credit Men.

The Drug Export Club is represented by an executive committee, comprising the following: H. A. Dehro, Davel Rubber Co., Providence, R. I.; S. R. Davenport, Colgate & Co., New York; A. B. Dod, Merck & Co., New York; J. J. Doran, Parke, Davis & Co., New York; A. D. Guerra, Sharp & Dohme, New York; Albert Heinz, Lederle Antitoxin Laboratories, New York; H. M. Paulsen, George Lueders & Co., New York; H. W. Rickards, H. K. Mulford Co., Philadelphia; F. Lejarza Saenz, Mallinckrodt Chemical Works, New York; E. G. White, Johnson & Johnson, New Brunswick, N. J.

National Paper Box Manufacturers' Association

At the autumn meeting of the board of directors of the National Paper Box Manufacturers' Association, held in Philadelphia, it was decided to hold the next annual convention in Rochester, N. Y., the home city of Harry O. Alderman, of the Alderman-Fairchild Co., formerly president of the national association. This convention, the organization's seventh, will be held next May, probably in conjunction with the annual meeting of the Western Division of the industry.

National Container Association Election

At the recent annual meeting of the National Container Association, held at the Roosevelt Hotel in this city, Col. C. W. Gaylord, president of Robert Gaylord, Inc., St. Louis, was elected president, and Fletcher M. Durbin, vice-president of the Sefton Mfg. Corporation of Chicago, was elected vice-president.

The new executive committee is composed as follows:

J. P. Brunt, Mid-West Box Co., Chicago; Sidney Frohman, the Hinde & Dauch Paper Co., Sandusky; George Gair, Robert Gair Co., New York, N. Y.; Walter S. Goodwillie, Atlas Box Co., Chicago; Dulaney Logan, the Mengel Co., Louisville; W. Howard Richardson, the Richardson Co., Lockland, Ohio; Clarence J. Schoo, General Fibre Box Co., Springfield, Mass.

American Manufacturers of Toilet Articles

The thirty-first annual meeting of the American Manufacturers of Toilet Articles will be held, as previously announced, in New York City, April 14, 15 and 16. At the last meeting of the Executive Board the Biltmore Hotel was chosen as the place for holding the sessions.

Canning Machinery and Supplies Association

The eighteenth annual convention of the National Canners' Association, to be held in Cincinnati, Ohio, in the week beginning January 26 will be of interest to our readers more particularly in connection with the meeting of the Canning Machinery and Supplies Association, which functions as a section of the national organization. Ernest E. Finch, general manager of the Karl Kiefer Machine Co., Inc., of Cincinnati, is president of the machinery association. The business sessions will be interesting and a fine and comprehensive display of machinery is planned for the annual exhibition. Numerous entertainment features are on the program for the week.

Dr. Franklin Wins the 1925 Nichols Medal

The Nichols medal, awarded for research annually by the New York Section of the American Chemical Society, goes for 1925 to Dr. Edward Curtis Franklin, professor of organic chemistry in Leland Stanford University, California. Dr. Franklin is one of the best known American chemists, and in 1923 was president of the American Chemical Society.

Perkin Medal Awarded to Hugh K. Moore

The Perkin medal for the current year was presented to Hugh Kelsea Moore, Sc.D., at the meeting of the American Section of the Society of Chemical Industry, held at the New York Chemists' Club on January 16. An informal dinner preceded the presentation.

"Better Selling" Retail Convention Keynote

The keynote of the 14th annual convention of the National Retail Dry Goods Association will be sounded by Richard F. Grant, president of the Chamber of Commerce of the United States, Lew Hahn, managing director of the association, has just announced. The convention will be held in the Pennsylvania Hotel, New York, February 9 to 13. He will help to find a solution of the problem of "Better Selling," which the convention will make its chief topic.

Merchandise Fair to Play Up "Made in U. S. A."

"Made in U. S. A." as a label of excellence will supplant all others on textiles if the plans of the National Retail Dry Goods Association and the National Council of Traveling Salesmen's Association, the two promoting organizations of the Merchandise Fair, are carried to fruition. It is felt that the American people have too long been educated in the belief that labels indicating foreign origin of a commodity have been a badge of unusual quality. The fair will be held in the Grand Central Palace, New York, from February 7 to 14.

Philadelphia College of Pharmacy

The holiday number of the *Bulletin* published by the Philadelphia College of Pharmacy and Science contains some articles, together with floor plans for the new home that is to be built for the college. Additional subscriptions to the fund are acknowledged.

Wholesale Druggists to Meet in Detroit

The fifty-first regular meeting of the National Wholesale Druggists Association will be held at the Book-Cadillac Hotel in Detroit, Mich., in the week of October 4. F. E. Bogart is chairman of the arrangements committee.

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OFFICIAL REPORT OF FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION

Since our December report the officers and members of committees of the Flavoring Extract Association of the United States have had a busy month. The Executive Committee held its quarterly meeting in Washington on January 6, and some of its members took part in the Cramton Bill hearings.

Attending the meeting of the Executive Committee were F. S. Rogers, president; Thomas J. Hickey, attorney and executive secretary; Frank L. Beggs, treasurer; Richard H. Bond, chairman of the legislative committee. The principal item of interest discussed at this meeting was the Cramton Bill, before the sub-committee of the Senate Judiciary Committee on January 7.

On the afternoon of January 6, the members of the Executive Committee of our Association sat in on a conference of all the alcohol using trades held at the Hotel Washington. Considerable differences of opinion developed as to whether a fight should be made to defeat the Cramton Bill or to try to secure the best amendment possible. There was also some difficulty encountered when an attempt was made to agree upon an amendment which would protect all of the trades. Finally an amendment was drawn which was approved by the majority of those attending the conference, but this amendment was not satisfactory to one group. This conference lasted until about 11 o'clock in the evening.

The next morning at 10 o'clock the hearing began before the sub-committee of the Senate. Numerous speakers submitted their testimony in opposition to the bill. Fred S. Rogers, president of our association, presented the case for us. He made a very good statement and had the careful attention of the sub-committee. Mr. Bond, Mr. Beggs, Mr. Sauer and Mr. Hickey also attended the hearings.

On January 8 those representing our Association reached the conclusion that the Cramton bill might be passed notwithstanding the strong protest made against it and that therefore it was the part of wisdom for our Association to submit an amendment. Accordingly the amendment which had been agreed to by the conference held on January 6 was submitted for the consideration of the sub-committee of the Senate.

Bulletin No. 179 chronicled the lamentable death of E. S. Baker and his wife and took appropriate action, which follows. (Particulars will be found in an Obituary printed on page 625 of this issue.)

Resolutions Regretting Death of E. S. Baker

Whereas, Mr. E. S. Baker, head of the firm of S. F. Baker & Co., Keokuk, Iowa, one of the active members of our Association, met with an unfortunate accident which resulted in the death of himself and his wife on November 25, 1924, they both being suffocated in a fire which destroyed their home; therefore, be it—

Resolved, That the Flavoring Extract Manufacturers'

Association of the United States extend to Mr. Baker's family and business associates our sincere sympathy and condolence; and be it further—

Resolved, That a copy of this resolution be sent by the Executive Secretary to S. F. Baker & Co.

The Arkansas Decision Legalizing Extracts

Bulletin No. 178, sent to the members, amplifies and comments on the decision of the Arkansas Supreme Court, printed briefly in this Section in November, permitting the sale of flavoring extracts in Arkansas. (See page 489 of our November, 1924, issue.)

Circular No. 180 on "Re-sale Prices" deals with the Federal Court decision throwing out the second attempt of the Government to prosecute Colgate & Co. for refusing to sell goods to buyers who declined to maintain prices. Mr. Hickey thus comments on the decision:

"It will be noted that the court stresses the circumstance that after a customer was shut off, Colgate & Co. did not solicit the customer asking for reformation."

SODA WATER FLAVORS MANUFACTURERS

Charles O'Connor, of Philadelphia, president, and Thomas J. Hickey, of Chicago, secretary and attorney, together with the legislative committee of the National Association of Manufacturers of Soda Water Flavors, have taken up anew since the Louisville convention their interest in the activities of the association and its members. Secretary Hickey has collected information on various subjects, and has transmitted the same to the members. One of the subjects was "Re-sale Prices," a bulletin giving the results of the government's latest suit against Colgate & Co.

Grape Juice Ruling Appealed

Appeal has been taken from the recent decision by the Board of United States General Appraisers involving the classification of concentrated grape juice capable of producing alcohol. The merchandise was reported by the appraiser as grape juice concentrated, capable of producing 46 1/3 per cent of alcohol, and duty assessed at 70 cents a gallon, and, in addition, \$5 a proof gallon of alcohol, under paragraph 806 of the tariff act of 1922. The Board sustained the protest of the importers, and expressed the opinion that the language of paragraph 806, "capable of producing," does not imply manipulation and treatment, and the addition of foreign substances to produce alcohol. The Treasury Department holds the language should be construed by the Court of Customs Appeals, and approves the filing by Assistant Attorney Hoppin of a petition with the court.

Information in Other Departments

Readers of the FLAVORING EXTRACT SECTION are advised that items of interest to them may be found in our Trade Notes pages, as well as in Patents and Trade-Marks, and other departments of THE AMERICAN PERFUMER.

VANILLIN SOLUBILITIES

An interesting account of research on the solubility of vanillin in alcohol and glycerol solutions is contributed to *Industrial and Engineering Chemistry*, Vol. 16, No. 12, by C. E. Mange and Otto Ehler, of the Monsanto Chemical Works. The article describes methods by which the results given were reached and prints both tables and graphs showing the various degrees of solubility. Solubilities in alcohol solutions were found to be as follows:

Alcohol in water Per Cent	Temperature of Solution		
	4.4 deg. C Grams/100 c.c.	15.6 deg. C Grams/100 c.c.	23.9 deg. C Grams/100 c.c.
0 (water)	0.30	0.52	0.90
5	0.40	0.60	1.10
10	0.45	0.75	1.35
15	0.50	1.00	1.90
20	0.60	1.35	2.80
25	0.90	2.00	4.70
30	1.40	3.30	—

The glycerol solubility table is as follows:

Glycerol in water Per Cent	Temperature of Solution		
	25 deg. C Grams/100 c.c.	Without Seeding Grams/100 c.c.	After Seeding Grams/100 c.c.
0	1.30	1.05	0.75
10	1.50	1.30	0.82
20	1.70	1.50	0.90
30	2.00	1.90	1.00
40	2.40	2.10	1.20
50	2.80	2.50	1.35
60	3.30	2.90	1.70
70	4.00	3.40	2.25

The article also discusses the formation of a precipitate of vanillin glyceride in the glycerol solutions after standing and gives methods for preventing this and also recovery of vanillin after formation of the precipitates.

Outlook for 1925 Vanilla Crop in Guadeloupe

Preparations for the vanilla crop of 1924-25 have already begun and some of the American buyers are already on the spot to perfect arrangements for buying and curing the crop, reports Vice Consul E. St. George Lough at Basse-Terre to the Department of Commerce. Efforts, he said, were being made to prevent the opening of the season earlier than January 1, 1925, which is the official date set by local law to prevent the marketing of immature vanilla beans. The crop is estimated by the trade to be between 45,000 and 50,000 pounds for the 1924-25 season. In Guadeloupe considerable confidence is expressed that prices will be higher than those of last year, as advices from Europe are said to show sales of Bourbons at very high prices. The Guadeloupe crop in all probability will go to the United States except possibly a very minor amount.

Vera Cruz Vanilla Beans

Green vanilla beans are now coming into the Vera Cruz market, states Consul John Q. Wood in a report received in the Department of Commerce, and according to curers and exporters, indications are that the crop will amount to 150,000 pounds of cured beans, including whole beans and "cuts." There are approximately one hundred bidders for the green beans, which are sold to about thirty-five curers. Green beans, consul says, are bringing \$2.50 American money per pound and it is estimated that 50 pounds of green beans produce about 5 pounds of cured beans. However, beans delivered in December produce about 7 pounds of cured beans to 50 pounds of green beans. The first shipments will probably take place about the latter part of April.

American Bottlers' Association

The American Bottlers of Carbonated Beverages have decided to hold their 1925 convention and exposition on October 19 to 23 inclusive at Kansas City, Mo.

PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in Federal and State official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION and other departments for further information.

Notices of Judgment Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the Notices of Judgment given under the Federal Food and Drugs Act, Nos. 12,351 to 12,500, inclusive, sent out recently by the Bureau of Chemistry, Washington, D. C., the following are of interest to our readers:

12,383. Misbranding and adulteration of food colors. U. S. vs. —. Pleas of guilty; fines \$400. The articles contained only 30 to 50 per cent of colors, the remainder being sugar or salt.

12,425. Misbranding of vanilla extract and lemon extract. U. S. v. 15 Gross Vanilla Extract, et al. Consent decrees of condemnation and forfeiture. Products released under bond to be relabeled. Quantity of contents not plainly marked on packages.

Seven olive oil seizures appear in the judgments. One fine of \$25 was imposed, two lots were destroyed one forfeited and sold and three were released under bond.

South Dakota

Guy S. Frary, M.S., Food and Drug Commissioner of South Dakota, has issued his biennial report for the two years ending June 30, 1924. Since 1913, when the department became effective, with Mr. Frary in charge, it has collected and paid into the State Treasury \$691,989 and its expenses of operation have amounted to \$405,514. Eight of the inspectors use automobiles. The mileage per year ranges from 8,777 to 11,162, coupes or roadsters being used, with the cost per mile, including depreciation and repairs, etc., ranging from .0507 to .0779 and averaging a trifle more than 6 cents a mile.

The laboratory made 1,689 analyses. Of these 53 were of vanilla extract, 10 of which were not up to standard. Of lemon extract 13 samples were analyzed and none rejected. There was only one flavoring extract seizure, in which case the manufacturer was permitted to reclaim his goods on condition of conforming to the law. There were three soft drink prosecutions, with small fines imposed.

Some idea of the volume of work done may be obtained from the fact that in the two years there were 51,330 inspections in food, drug, and other cases.

Artificially Colored Food in New Zealand

In New Zealand the use of artificial coloring matter in food is governed by the "Regulation under the sale of food and drugs act, 1908," which defines the following coal-tar dyes as harmless coloring matter, within the meaning of the regulations: Red-amaranth, Ponceau 3R, erythrosine; orange-orange 1; yellow-naphthol, yellow S, tartrazine, yellow AB, yellow OB; green-light green SF (yellowish); and blue-indigo-carmin disulphuric acid.

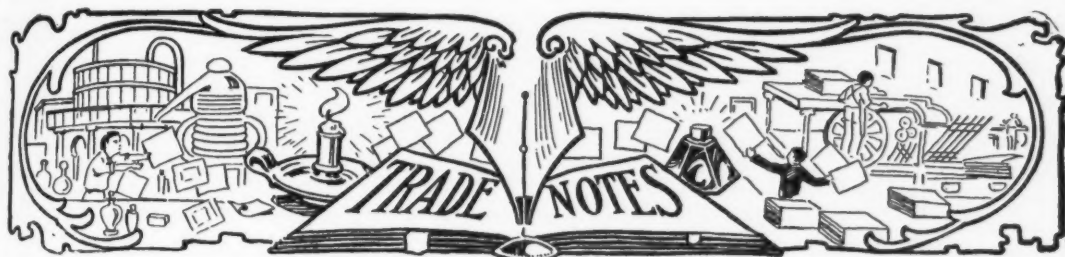
Apex of Money Mountain Is Never Reached

Conscientious work, persistent plugging, will eventually (if not soon) bring you all the success you should have—bring all that refined yellow metal that you really need, says *Silent Partner*.

Get a thousand dollars and you will want ten thousand. Get ten thousand and you will long for a hundred more. Money is a mountain, the apex of which we never reach. But the climbers will never stop.

A Questionable Investment

"Why did you change your doctor? Isn't Jones all right?" "I suppose so, but he bought two hundred shares in the new mortuary last week."—*Dodo*.



Ambrose S. Wildey, vice-president, treasurer and general sales manager for the Marinello Co., New York City, died December 14, in St. Mary's Hospital, Passaic, N. J., following a two weeks' illness with typhoid fever. He was 45 years of age and is survived by his widow and three sons; A. Spencer, 18 years old, a student in Stevens Preparatory School; Wesley, 16 years old, a pupil in the Nutley High School; and Frank, 8 years old.

Mr. Wildey was educated in the New York City public schools and the College of the City of New York. He was connected with the Vernas Chemical Co. for 12 years, leaving that concern to go with the Marinello Co. as salesman seven years ago. Mr. Wildey's work attracted the attention of the officers of the company and he was rapidly advanced to the position of general sales manager. In recognition of his work, he was elected president of the Wholesale Beauty Trade Association, a local organization. He served as mayor of Nutley, N. J., where he resided for



THE LATE A. S. WILDEY

about six years and when he retired a petition, which had been circulated among the voters asked him to be a candidate for a longer term, but he declined the honor.

Mr. Wildey was interested in all sports, particularly football, and was an interested spectator at the games in which his sons took part. He was a member of the Masonic Order and was Exalted Ruler of the Nutley Elks.

"My Creed"—Mr. Wildey's Code of Ethics

I have to live with myself and so—
I want to be fit for myself to know.
I want to be able as the days go by
Always to look myself straight in the eye:
I don't want to stand with the setting sun
And hate myself for the things I've done.

I want to go out with my head erect
I want to deserve all men's respect.
But here in the struggle for fame and pelf,
I want to be able to like myself.
I don't want to look at myself and know
That I'm bluster and bluff and empty show.

I never can hide myself from me,
I see what others may never see,
I know what others may never know—
I never can fool myself—and so
Whatever happens, I want to be
Self-respecting and conscience free.

This month and last death has twice visited the California Perfume Co., of this city, taking two of its well known and popular officials, much to the regret of their many friends and associates in the trade. They were Alexander D. Henderson, vice-president and treasurer, and William Scheele, general manager.

Alexander Dawson Henderson died at his home in Suffern, N. Y., January 5 at the age of 59 years, following a brief illness. He was born in Brooklyn February 28, 1865, and soon after finishing school became associated with the



THE LATE A. D. HENDERSON THE LATE WM. SCHEELLE

California Perfume Co., to which he gave his close attention for over 30 years until his death.

Civic and church work occupied much of his time, and he was at the time of his death Junior Warden in Christ Episcopal Church, Suffern, of which he had been a member of the vestry for many years. He was also a member of the board of governors of the Houvenkopf Country Club and president of the Rockland County Branch of the New York Charities Aid Association. During the war he was in charge of a Red Cross campaign which was most successful. He was a director of the Suffern Amusement Co. and as a member of the building committee supervised the erection of the Lafayette Theatre. He was also treasurer and director of the *Ramapo Valley Independent*. He is survived by his widow, Mrs. Ella B. Henderson, and two sons, Alexander, who is purchasing agent for the California Perfume Co., and Girard, and a sister, Mrs. C. S. Hendrickson.

The funeral was held January 7 at Mr. Henderson's home, the Rev. C. P. Bispham, rector of Christ Church, officiating, assisted by the Rev. S. W. Norris of St. Matthews Church of Brooklyn, of which Mr. Henderson was a vestryman for many years before moving to Suffern.

A memorial tribute to the services of Mr. Henderson is being prepared for distribution throughout the organiza-

tion of the California Perfume Co. He has been succeeded as treasurer of the company by W. J. Alley.

William Scheele, general manager of the California Perfume Co., died at his home in Brooklyn, December 11, following a brief illness with pneumonia and pleurisy. Mr. Scheele was in his 43rd year, and if he had lived until December 13 he would have been with the company exactly 27 years.

Mr. Scheele was born and educated in New York and began as a stenographer with the company in 1897. He rose by successive steps to more responsible positions until two years ago when he was advanced to the position of general manager. His long connection with the company and his interest in his associates and friends won for him a host of loyal supporters.

He was an active worker in the church, having been elected an elder, December 3; and also took great interest in the activities of the Masonic order, of which he was a member. He is survived by his wife and a daughter two years old. The funeral was held at his home December 14, and was private.

The services of Mr. Scheele were brought to the attention of the travelers of the California Perfume Co., in a most appropriate way by D. H. McConnell, its president, who sent to them a neatly printed letter which read as follows:

"The hand that held the pen is still. William Scheele, beloved associate, inspiring co-worker, true friend, received his blessed reward December 11, 1924.

"We mourn his loss. But we rejoice in the sacred memory of his zealousness, his guidance, his generosity, his faithful unswerving loyalty to his family, his friends, his organization—and himself.

"Let the light of his example ever burn brightly before us. Let it be our joyous task to carry on to new heights the banner of service which he so proudly bore for nearly thirty years—to increase our efforts, amplify our helpfulness to each other and to others—in his honor."

A. E. Williams, who has been with the company for 17 years, has succeeded Mr. Scheele as general manager.

Charles Pfizer & Co., chemicals, New York City, celebrated their seventy-fifth anniversary with a banquet at the Biltmore Hotel on December 20. The feast was preceded by a noonday gathering at the works in Brooklyn, where luncheon was served and Wm. H. Erhart, vice-president, was master of ceremonies. Addresses were delivered by Emile Pfizer, president; John L. Smith, superintendent of the works; George A. Anderson, vice-president and treasurer; Franklin Black, secretary, and Philip A. Rising, manager the Chicago branch. The firm was established in 1849 by Charles Pfizer and Charles F. Erhart. Mr. Erhart died in 1892 and Mr. Pfizer in 1902.

The Chicago office has been moved to 444 West Grand street in that city. Telephone: Superior 9038.

Parisian Beauty Co., perfumers, Pittsburgh, Pa., advise us that they have met with excellent success in distributing their products and now have their merchandise on sale in approximately one thousand drug stores throughout Pennsylvania, West Virginia and contiguous territory. The president of the company is M. Goldstein formerly connected with the Melba Mfg. Co., of Chicago, in the capacity of Pennsylvania district manager. Mr. Goldstein states that the Parisian Beauty Co. intends to extend its operations.

F. E. Watermeyer, president of Fritzsche Brothers, New York, sailed on the *Reliance* January 13, with Mrs. Watermeyer, for a two weeks' West Indies trip.

John J. Murphy, who has been in the perfumery and cosmetic business in Manhattan Borough, New York City, for 20 years, during which time he was the sole representative of two French perfume manufacturers, retired from business this month and planned to sail on January 22 for a four months' trip around the world on the steamship *Franconia*.

Mr. Murphy's itinerary provides for a visit to Rome during the Holy Year celebration and an audience with Pope Pius XI. At the same time there will be a number of Brooklyn priests in the Eternal City attending the ceremonies who are friends of Mr. Murphy, and he expects to arrange an enjoyable reunion of Brooklynites on that occasion.

Fritzsche Brothers, Inc., 82 Beekman street, New York City, point out in their artistic insert between advertising pages 8 and 9 that sales of their raw materials to the perfume trades were in larger volume in 1924 than in any other single year in nearly 60 years of existence of the company.

The many friends of Marcelino Hernandez, proprietor of Le Marcelino Co., New York City, who has been critically ill with double pneumonia for several weeks, will be glad to learn that the crisis has been passed and that he is now on the road to recovery.

The Sun Tube Corp. has been incorporated under a New Jersey charter with its main office and factory at Hillside, N. J., and its sales office at 41 Park Row, New York City, by Frank J. Lynch, Donald M. Smith and Henry P. Bristol.

Frank J. Lynch, president of the new company, has been identified with the manufacture of collapsible tubes for some years and is well known in the trade. Donald M. Smith, vice-president, is also president and director of Bristol-Smith, Inc., formerly the Bristol Industries, Inc., and Henry Platt Bristol, treasurer, is trustee of the Hillside Bank, a director of the Empire Products Co., and also a director of Bristol-Smith, Inc., as well as being prominently identified in the drug and chemical industry. H. S. MacDonald is secretary of the company.

The new company will specialize in the manufacture of collapsible tubes and metal containers. The factory at Hillside has been equipped with the most modern machinery, and production is in charge of Frank J. Lynch. Donald M. Smith will be in charge of sales.

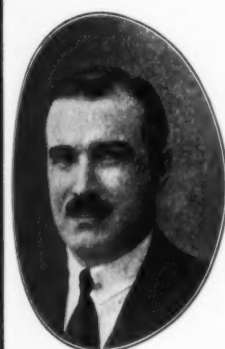
The Orbis Products Trading Co., Inc., of New York City, announces that it has moved its Chicago offices to Rooms 1211-13, 162 North State street, not far from the previous location. Telephone: Dearborn 4834.

Puritan Soap Co., of Rochester, N. Y., was not moved to Buffalo on January 1, as planned by Buffalo purchasers of the plant last September. Harry C. Green, former owner of the establishment, repurchased the interest of the Buffalo parties. The Puritan Soap Co. is the successor of the Moulson Soap Co., which was started in 1823. Mr. Green purchased the Puritan company in 1903.

B. E. Levy, vice-president of Coty, Inc., New York City, was host to the salesmen, executives and department managers of Coty, Inc., at a dinner in the Coty Warehouse, 35th street, New York City, on the evening of December 30. After the dinner, a vaudeville entertainment and dancing were enjoyed by the entire personnel of the firm.

Dr. Maximilian Toch, of Toch Brothers, Inc., New York, was the principal speaker at the November meeting of the Paint, Oil and Varnish Club, at the Biltmore Hotel. He delivered an interesting address on "The Scientific Awakening of China." Dr. Toch returned only recently from Peking, where he delivered a series of lectures at the invitation of the Chinese Government.

Augustin Blanqué, one of the partners of the well-known natural flower oil house of Bruno Court, S. A., of Grasse, France, represented in the United States and Canada by Morana, Incorporated, arrived in this country on the *Freedom* on January 12. He is of the younger generation of business men and has already established a noteworthy place for himself among the Grassois manufacturers.



AUGUSTIN BLANQUÉ

Mr. Blanqué expressed his great pleasure in being in the United States, to which he is making his first visit, and of having an opportunity of meeting in person the many friends of the house with which he is associated. In speaking of conditions in France, Mr. Blanqué stated that the year that has just ended was a particularly active one from a business standpoint. His opinion was that the stabilization of the European political situation, which now seems to be in process, will react very favorably upon business in general and upon the industry of raw materials for perfumery in particular. In consequence, he anticipates that 1925 will be an excellent business year. Mr. Blanqué expressed the hope that fear of the further depreciation of the franc is now a thing of the past, a matter that is of equal interest to both buyer and seller in view of the instability of prices that, of necessity, follows in the train of currency fluctuations.

He also pointed out that there has been noticeable during the past few years among the consumers of raw materials of perfumery an increasing tendency to make quality, rather than first cost, the determining factor in buying. In Mr. Blanqué's opinion this indicates a growing recognition of the fact that the service that a product renders, rather than its initial cost, is the factor that determines its ultimate value.

Mr. Blanqué, while only here on a flying trip, expects to visit the many American friends of Bruno Court before returning to France.

Representatives of the Nyal Co., of Detroit, in the eastern states held a sales convention recently at the Pennsylvania Hotel, New York City. Similar conferences also were held in Detroit and Kansas City.

F. H. Ungerer, of Ungerer & Co., New York, has returned from a business trip to the firm's Detroit branch.

Lionel Perfumery, Manhattan Borough, New York City, has filed a change of its name to Lionel Perfumer.

Carl Schaetzer, president of Morana Incorporated, New York, returned to New York on the *Mauretania* January 14, from a two months' trip abroad.



CARL SCHAEZTER

Mrs. Schaetzer, who accompanied him abroad, is remaining for the winter at Meran in the Tyrol.

Mr. Schaetzer visited Italy, Grasse, Paris, and his home city of Zurich, Switzerland, and also toured industrial sections of Germany.

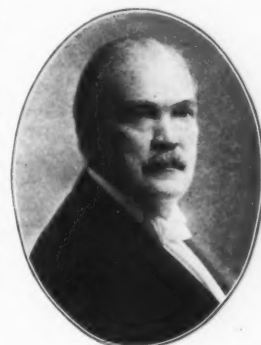
He is greatly impressed with the progress Europe has made toward economic recovery and is full of confidence in the future of American export as well as import trade.

W. R. Sargent, local manager of the Bo-Kay Perfume Co., 732 Forest street, Jacksonville, Florida, announces the purchase of property at Forest and Grape streets on which the company will erect a handsome two-story brick building. The improvement involves an investment of about \$20,000, and work will be started at once.

The Bo-Kay company has moved its general offices and show rooms to 1140 Broadway, New York, where it will have larger facilities both for shipping and business purposes. J. Rouss is the president of the company.

Mr. and Mrs. E. N. Rowell, Batavia, N. Y., are enjoying the mild weather at Rockledge, Fla., at the New Indian River Hotel, where they will remain probably during the month of February also.

Mr. Rowell is the veteran paper box manufacturer whose plants at Batavia are known throughout the industry, and whose pioneer work in the development of new types of boxes that have now become standard, is appreciated by all his fellow-manufacturers.



E. N. ROWELL

Friends of C. R. Seydlitz of Delphi Products Inc., New York, will be glad to learn that he is well on the road to recovery from a severe attack of typhoid fever which confined him to the Fifth Avenue Hospital for the last few weeks.

James A. Layden, of the New York office of the Hampden Glazed Paper Co., broadcasts frequently from radio station WEAf, New York City.

With English essential oils, and particularly oil of sweet almonds for which the firm of Stafford Allen & Sons, Ltd., of London, has always been noted, moving rapidly into new high ground, a recent booklet outlining the history of this important British firm is attracting more than the usual attention. The booklet which we have just received through the courtesy of Ungerer & Co., 124 West 19th street, New York, American representative of the firm, is entitled "StaffAllenS Products." It is profusely illustrated with view of the company's plants and gardens and portraits of various persons intimately connected with the history of the firm.

The booklet outlines briefly the history of the company since its founding in 1833 and describes its progress and growth from a small enterprise to one with ramifications extending to all parts of the globe. In that year, William Allen, F.R.S., persuaded his nephew, Stafford Allen, to embark upon the business of milling drugs and spices and producing from them essential oils and other products useful to the drug and medicine industry. As the booklet says: "The modern pharmacist can hardly be expected to realize

were purchased and the warehouses and packing stores at Ardleigh Green built.

"Situated outside London, yet within reasonable distance from the docks, and adjoining the railway, the site leaves nothing to be desired as regards convenience, room for expansion, and healthful surroundings. Office, tincture, essence and oil stores, drug warehouse, printing, wrapping and packing departments all on one floor, facilitate control and expedite the work of assembly and despatch of home and export orders. Immediately outside these buildings a canteen and a playing field provide for the material wants and physical recreation of the staff.

"A feature of interest and of immense utility in 'StaffAllenS' organization is the system of reference numbers applied to their products. On the label of each package there is a number; this in a simple but very methodical manner enables the firm to trace the history of the contents step by step in its progress through every department, right back to the purchase of the raw material from which it was made."

The booklet continues with an account of the manufacture and derivation of the principal "StaffAllenS" products, and closes with a photograph and description of the firm's exhibit at the British Empire Exposition held last year at Wembley.

Kenneth C. Allen, the present head of the firm and a direct descendant of the founder, is personally well and favorably known to many of our readers through his six months tour of the world in 1922-23, during which he visited America, including this city, and made numerous friends in and out of the trade.



THE FOUNDER STAFFORD ALLEN



KENNETH C. ALLEN

the state of affairs which existed in 1833, for in those days adulteration was calmly accepted as the 'custom of the trade.'" Mr. Allen and his firm were among the leaders in the movement to eliminate adulteration and standardize the purity of the products which they handled.

At the outset the firm occupied as a factory a building in Cowper street, Finsbury, but later through amalgamation with George Allen & Co., formerly Chas. May, the principal seat of manufacture was transferred to Ampthill, Bedfordshire, and in 1899 to a more desirable situation in Long Melford, Suffolk, where the now famous "Factory in the Fields" is located.

The steady growth of the business has naturally resulted in many changes in practice and operation. Commenting on this feature of growth the booklet says:

"The gradual change in the character of the markets, and the expansion of the export trade, more especially in the Far East, necessitated alterations in the method of selling and packing 'StaffAllenS' products. Instead of manufacturing against their customers' orders and despatching in bulk, they found that larger and more varied stocks must be held, and goods put up in small (usually 1 lb.) packages. Thus the need for more storage room and greater space for dealing promptly with orders from overseas became imperative. To meet these requirements some 29 acres of land

Leon M. Villalon, who is in charge of the essential oil and aromatic chemical export business of Ungerer & Co., 124 West 19th street, New York, to South and Central America, Mexico and Cuba, has just returned to New York, after some time spent in Havana and other Cuban cities. Mr. Villalon reports a successful trip and a regular, though slow, recovery in general business in Cuba although the effects of the financial crisis of a few years ago are still felt.

Ungerer & Co. find that the Spanish-American countries offer a promising field for the sale of high grade perfume materials although the business on cheap synthetic products goes mostly to Germany.

Mid-West Box Co., Chicago, Ill., begins on advertising page 41 the first of a series of announcements calling attention to its corrugated box containers for the toilet preparations and allied trades.

The main offices of the company are located in the Conway Building, Chicago, where John P. Brunt, president, makes his headquarters. Mr. Brunt was president of the National Corrugated Box Manufacturers' Association for three years, and when the association was merged with the Container Club, which later became the National Container Association, he continued his interest in the organization, although he did not hold office. He was also president of the American Meat Packers' Trade and Supply Association and is president of Brunt & Co., a brokerage concern selling strawboard and liner board to box manufacturers. Factories are located in Anderson and Kokomo, Ind., Cleveland, O., Fairmont, W. Va., and Chicago, Ill. The New York office, in the Woolworth Building, is in charge of F. R. Jessop, eastern sales manager, who has been with the company for seven years and in the container business for 15 years.

As announced on page 28 Anciens Etablissements Bing Fils, Paris, France, advise the trade that they have appointed W. J. Walsh representative for North America. Bing Fils were established in 1828 and have devoted their merchandising to a number of raw materials, particularly musk, civet, ambergris, and oils geranium, ylang ylang, bois de rose, etc.

Mr. Walsh whose long connection with the industry is well known, is now abroad and will return early in March.

Ernest Daltroff of Caron, Paris is expected to arrive in New York City early in February, for a conference with Frank N. Carpenter, manager of Caron, Inc., the American branch of the company. Edward Courmand, assistant manager of Caron, Inc., sailed on the *France* January 14, for a month's stay in France.

The House of Ungerer, purveyors of basic aromatic materials for perfumers, are inclined to consider the year 1925 as a proper time for the celebration of their sixtieth anniversary, basing this upon the hitherto temporarily overlooked fact that the late W. P. Ungerer first started in business in Rochester, New York, for the manufacture of specialties under the name of Ungerer Brothers, in partnership with his brother, Henry Ungerer.

The present firm of Ungerer & Co. was incorporated under that name in 1901, succeeding the raw material firm which was first established by the late W. P. Ungerer, father of the present members of Ungerer & Co., in 1893. The business has remained in the family, passing from Ungerer Brothers 1865, to W. P. Ungerer and later to Ungerer & Co., Inc.

The members of the firm of Ungerer & Co., William G. and Frederick H. Ungerer, are sons of the late W. P. Ungerer, original founder of Ungerer Brothers, and the firm is still essentially Ungerer Brothers although doing business under a different corporate style.

The French house of Hugues Aine, with which Ungerer & Co. have been so closely associated for many years, has been continuously engaged in the production of floral essences and essential oils since 1817, and were pioneers in successfully applying the volatile solvent process for flower extraction on a commercial scale.

American Institute of Cosmetics and Perfumery has moved from 370 Seventh avenue to 9 West 14th street, New York City. Telephone: Chelsea 2900.

The Zinn Corporation, successor to the compact box department of Simon Zinn, Inc., of New York, with executive offices and factory at Bristol, Conn., has established its New York sales office at 110 and 112 East 13th street; telephone: Stuyvesant 3670. J. H. Chaplin is general sales manager and H. C. Macdonald is New York sales manager. C. W. Hardy continues as factory superintendent at the plant in Bristol.

Colgate Clock for January contains an interesting article on the opening of the new plant of Colgate & Co., at Jeffersonville, Ind., prepared by Harold A. Bates, with appropriate illustrations. James M. Scott, of the engineering department, contributes a timely illustrated chapter on the marvels of the "Largest Clock in the World," and Louis McDavit is entertaining in his discourse on "Hunting Bear with 'Jim' and 'Pal.'"

Thomas Barclay, Jr., has been transferred to J. M. Roscoe's department and now is the Colgate toilet soap and perfumery representative in Northern New Jersey.

The Clock has its own cross word puzzle and lots of information about the activities of the Colgate happy family in various sections of the globe.

J. L. Hopkins & Co., importers and exporters, New York City, are celebrating the 35th anniversary of their business life this month. The company was founded in 1890 by J. L. Hopkins under the name of J. L. Hopkins & Co., and from a small beginning at 100 William street, the company has grown to its present size doing a worldwide business in crude drugs. The company moved to new and larger offices at 135 William street early in 1924. The factory, drug mills and warehouses are located in Brooklyn. The company also owns and maintains a plant in New Lebanon, N. Y., where it manufactures alkaloids, such as aloin. It is interesting to note that the present plant in Brooklyn is over twenty times larger than the first one occupied by the company.

Mr. Hopkins was treasurer for seventeen years of the New York Board of Trade and Transportation, and has done a great deal towards making the activities of the organization of great benefit to the members. Mr. Hopkins was one of the founders of the New York Drug and Chemical Club and served as its president for six years; and has since taken part in its numerous activities.

The many friends of Mr. Hopkins are congratulating him on the successful completion of over one quarter of a century's service to the drug and toilet preparations industries, an honor which he modestly shares with his loyal employees.

Announcement is made that the entire plant of Chernoff, Inc., of San Francisco, Cal., has been moved to Covington, Ky., a new corporation formed, and the business will be operated under the name of Chernoff Beauty Products, Inc. Offices will be maintained in Cincinnati, the laboratories being located in Covington.

The firm of Joubert Cie, parfums, 24 East Twenty-second street, New York City, formerly owned by Joseph S. Lindemann, has been sold to Joubert Cie, Inc.

Salesmen for Richard Hudnut, Inc., of New York, held their annual meeting at the Hotel Astor, December 15-18. The conference closed with a banquet.



THE LATE W. P. UNGERER



J. L. HOPKINS

Paul Watkins, president of the J. R. Watkins Co., and Mrs. Watkins have presented a number of splendid pieces of Italian statuary to the New Teachers' College Building, of Winona, Minn. The statuary was acquired by Mr. and Mrs. Watkins in Rome and Florence during their tour of southern Europe a year ago and represents some rare and costly specimens of Italian art. Such similar treasures as were available in past centuries have been used so largely in the embellishment of great public buildings, including churches, palaces, and capitols, that they have become exceedingly scarce. Thus through the generosity of the donors named these increasingly rare art objects have been made available to the college for the education of its students and for the benefit of all who visit the institution.

The group includes four heroic size busts of Roman emperors, the names and marble composition being as follows: Bust of Caesar Augustus (30 B. C. to 14 A. D.); head in Carrara marble, cuirass in Giallo Antico marble, sleeves in African marble, base in Porta Santa marble. Bust of Hadrian (117 to 138 A. D.); cuirass in African marble and in Breccia Corallina marble, base in Bigio marble. Bust of Marcus Aurelius (161-180 A. D.); toga in Egyptian alabaster and in African marble, base in light colored Bigio marble. Bust of Septimus Severus (193-211 A. D.); toga in Egyptian alabaster, sleeves in African marble, base in Pavonazetto marble. For supporting these busts there are pedestals, each with a base and cap, of rich design in marble.

Supplementing the four busts there is a magnificent fluted vase, which with pedestal and base will stand some eight feet in height. This ovoid fluted vase in African marble is an old copy of a Roman specimen. The column for it is in Verde Antico marble with base and cap in Giallo Antico marble.

The Giallo Antico marble, the African marble, the Rosso Antico marble came at the Roman period from Numidia (Africa) and probably from Carthage, carried off by the Romans after the destruction of Carthage. The Verde Antico marble came from the island of Euboea (Greece). The Egyptian alabaster was imported by the Romans from Egypt and so were most of the other colored marbles. They were used in the decoration of their temples and buildings.

These art objects were acquired by Mr. and Mrs. Watkins from the San Giorgi galleries, Borghese Palace, 117 Via Ripetta, Rome, Italy, October 30, 1923.

A valuable modern figure of Sappho in Carrara marble completes the group. Sappho was a Grecian poetess of Mitilene, who loved Faone, a young man of Lesbo (Asia Minor). Disappointed because her love was not returned, she committed suicide by throwing herself from a promontory in the Sea of Leucade, while singing one of her poetical songs. The artist, Prof. Antonio Garella (born in Bologna) portrays Sappho while she is walking towards the promontory. Prof. Garella was the sculptor of one of the best monuments in Italy of the last century, "Monumento a Datini at Prato (Tuscany)." He is also the sculptor of one of the best equestrian monuments in Spezzia, "Garibaldi on Horseback." He also modeled many of the most important allegorical figures for the monument to King Victor Emanuel in Rome. The figure of Sappho was acquired from A. Olivetti & Co., 14 Via Tornabuoni, Florence, Italy, on October 17, 1923.

In addition to the beautiful statuary above mentioned, Mr. Watkins has presented to the same school a number of fine oil paintings, and other objects of art in bronze and marble, as well as a collection of about four hundred

framed etchings, engravings and prints, a large proportion of which are well over one hundred years old, and all highly artistic, decorative, or instructive, gathered in England and various parts of the Continent, by Mr. Watkins on his last European trip. This notable art collection bids fair to make the fine new Winona State Teachers' College one of the most unique schools of the kind in the world.

Advertising by means of colored inserts has now been adopted by two of the leading American manufacturers of perfumers' glassware. One of the companies beginning its series of inserts with this issue is the Carr-Lowrey Glass Co., Baltimore, Md., which reproduces in color on the obverse side of its insert an attractive bath salts bottle. An airplane view of the company's plant is shown on the reverse page of the insert, which appears between the advertising pages 64 and 65.

Baker & Gaffney, Philadelphia, have been appointed sales agents to serve commercial customers in the Philadelphia territory by the Mathieson Alkali Works, New York. Friedlander Supply Corp. will continue to handle the Mathieson line for the laundry and dry cleaning trade in Philadelphia.

Pierce & Stevens, Inc., Buffalo, N. Y., have been appointed local distributors of Mathieson products in Buffalo and the adjoining territory.

The first of a series of attractive inserts of the T. C. Wheaton Co., Millville, N. J., appears between advertising pages 48 and 49. Various types of bottles made by the company as well as purse bottles for small package goods are to be featured on the obverse side. On the reverse side a good idea of the effects that may be secured by using Sealex capping is given as some of the colors in which this capping material may be obtained are shown in color approximately as they would appear on the bottles.

K. Sugawa, of Yokohama and Kobe, Japan, arrived on the *Taiyo Maru* at San Francisco, January 8, from which place he came directly to New York to visit his principals, Victor & Hosken, New York City. Mr. Sugawa lived in New York City for 15 years and was formerly connected with the late firm of Rockhill & Victor.

Bertrand Frères, Grasse, France, begin between advertising pages 56 and 57 of this issue the first of a series of inserts calling special attention to their products. A photograph of the company's factory in the flower fields at St. Joseph, near Grasse, is shown on the obverse side of the insert, and some of the specialties offered are listed on the reverse side.

P. R. Dreyer, 15 Platt street, New York City, is sole representative for the company in the United States and Canada.

Mr. and Mrs. F. E. Holliday, of New York City, sailed on January 17 on the steamship *Lapland* for a foreign cruise. Mr. Holliday is the genial and efficient general representative of the National Wholesale Druggists' Association, with which he has been identified for quarter of a century and his present well-earned vacation which now begins was given to him by the association as an appreciative compliment and reward for his work.

An Oriental Bazaar conducted by the alumni of Near East colleges, including Robert College of Constantinople, and the Woman's College of Constantinople, American colleges in Turkey, and Beirut University, the American university in Persia, was held at the Hotel Roosevelt, New York City, December 15, 16 and 17, and brought to the attention of Americans the high character of the work being done by the Near East countries, particularly in the arts.

The Near East Bazaar was held for the benefit of the colleges and a substantial sum was realized. Each country included in the Near East occupied a booth of its own and the attendants at each booth were dressed in typical national costumes. As the decorations were carried out in an atmosphere of the native land, and as everything displayed was imported direct from the Near East, the many visitors were afforded an excellent opportunity to observe the nature of the work being done there. And in an indirect way the bazaar tended to show what the American colleges can do. A total of \$35,000 was raised by the bazaar which was added to the \$6,500,000 which has been raised so far toward the necessary \$8,000,000 required to continue the work.

Mrs. Jean Bagaroff was chairlady of the Bulgarian booth having been elected by the trustees of the Near East colleges. In the booth were shown Bulgarian products such as embroideries, pottery and otto of rose. There were 245 bottles from Bagaroff Freres and 100 bottles of otto of rose from Shipkoff & Co. The latter contributions were especially appropriate because of the

Fox & Clarke Co., Inc., 116 West 32nd St., New York, have been appointed American agents for Société des Produits de Synthèse "Sopros," Mantes (Seine), France. The Sopros company are well-established as manufacturers of synthetic perfume materials specializing in phenylethyl alcohol, citronellol, hydroxycitronellal, methyl violet, etc., and also a number of flower oil bases.

The technical direction of the plant is under Albert Jonneret, a chemist of repute in Europe and the Editor had



GROUP OF TECHNICAL AND COMMERCIAL DEPARTMENT HEADS AT THE SOPROS PLANT. ALBERT JONNERET, TECHNICAL DIRECTOR, IS SECOND FROM THE RIGHT.

the pleasure of meeting him and his associates last Spring and made the accompanying photograph at the plant.

Fox & Clarke Co., Inc., have built up a good business since they entered the field and in addition to this substantial synthetic account they represent the natural flower product house of Robertet et Cie, of Grasse.

William F. Woodard and Louis G. Clarke, pioneer druggists of Portland, Oregon, have sold their retail drug company to the Stout-Lyons Drug Co., and their wholesale interests to Blumauer-Frank Drug Co. The retail company under the name of Woodward, Clarke & Co. will become a part of the chain of retail drug stores that has been developed in recent years in Portland by the rapidly growing Stout-Lyons interests. The wholesale branch, known as the Clarke-Woodward Drug Co. will be absorbed by the Blumauer-Frank Drug Co., also a pioneer concern and one of the largest and leading wholesale drug concerns on the Pacific Coast. The interests involved in the deal amount to more than \$500,000. With the purchase of the Clarke-Woodward Drug Co., the Blumauer-Frank Drug Co. becomes the largest wholesale concern of its kind on the coast north of San Francisco.

National Toilet Co., Paris, Tenn., manufacturer of the Nadine line, which was organized in a small way in 1889 and was reorganized in 1903, reports greatly expanding business. Fully 65 per cent of its trade is represented by mail orders from points outside of the South. The company in carrying out its expansion plans has appointed the McJunkin Advertising Co., of Chicago, to direct a campaign in national newspapers and magazines.

William S. Merrell Co., Cincinnati, has made Lee Wiltsee secretary, to fill the vacancy caused by the death of R. W. Proctor, reported in our last issue. W. M. Billing was elected assistant secretary, and E. A. Joering, assistant treasurer.



MR. AND MRS. JEAN BAGAROFF

fact that both Theodore Shipkoff and Jean Bagaroff are graduates of Robert College in Constantinople.

Mr. Bagaroff was graduated in 1903 with the degree of A.B., after which he went to the Universities of Cologne and Leipzig where he took the degree of M.A. in 1907. Then he went to Bulgaria to engage in business with his father. The following year the late firm, Rockhill & Victor, New York, were appointed agents for Bagaroff Freres and the late Clayton Rockhill received his appointment as Bulgarian Consul General. During the war and soon afterwards, Jean Bagaroff acted as Deputy to Parliament for five years. He now spends most of his time in New York City where he lives and does business, but each summer Mr. and Mrs. Bagaroff return to Bulgaria for a visit.

There were exhibits and representatives from the following countries at the bazaar: Bulgaria, Armenia, Russia, Greece, Turkey and Syria.

Numerous calendars for 1925, additional to those that were acknowledged in our December issue, have been received. Some of them are real works of art and all are useful. Among the contributions were the following:

Rossville Co., Lawrenceburg, Indiana: A large wall calendar, devoted chiefly to a beautiful reproduction of "Patsy," a handsome girl, from a hand-painted water-color after the original by Orren Jack Turner. It is one of the few in which advertising is almost entirely subordinated to art and no doubt will grace many offices.

Urma Products Co., toilet preparations and perfumes, Chester, Pa.: A large wall calendar, picturing "Beatrice" in the resplendent beauty of a maiden who knows how to enhance her natural charms. It may be called a gem.

Knapp Co., Inc., New York: One of the Knapp line of art calendars, this one being a realistic portrayal of a maiden in thoughtful repose "In Memory's Garden."

United Laboratories, New York: A wall calendar, with a sea view off a coast, rugged, but bright and restful, showing a trading schooner sailing into sunny 1925.

L. A. Van Dyk, essential oils, New York: A large and well-arranged wall calendar, with three months showing on each of the twelve sheets and with good-sized black figures on a white background. It is easily the best of those not carrying art work.

E. M. Laning Co., essential oils, New York: A dainty calendar, with holiday greetings, illustrated with a moonlight view of "The Dearest Spot on Earth."

Roure-Bertrand Fils, Inc., George Silver, general manager, New York: A very convenient calendar which can be utilized for either desk or wall purposes.

Walter H. Howell, New York: A medium sized, but quite attractive wall calendar, showing an Indian maiden partly ready for her bath in a mountain brook's waterfall.

Dr. Robert M. Froelich, New York: Handsome wall calendar, with "Merely Mary Jane" brightly colorful in expectancy for a prosperous 1925.

Royalcross Co., perfumes and fruit essences, 4a Calle del Fresno 124, Apartado 452, Mexico, D. F., Mexico, sends us two large wall calendars in colors, one of a lady making her toilet with the aid of a bevy of cupids and the Royalcross accessories. The other is a bright show of natural fruits used by the company in making some of its products.

Chemical Trade Journal & Chemical Engineer, London, Eng., supplies us with an appropriate wall calendar.

Among other timely contributions are those from: Brown-Green Co., New York; Isaac Goldman Co., New York; Lowenthal Engraving Co., New York; Harry M. Simon, New York; Corn Exchange National Bank, New York; Non-Plate Engraving Co., New York; Wilbert Garrison Co., New York.

To Technical Press, New York, we are indebted for useful daily date pads for the year 1925.

Of special interest was a neat thin vest-pocket 1925 date book from Frank L. Beggs, of the Styron-Beggs Co., Newark, Ohio. Blanks for dates to remember and convenient calendars to consult formed features.

For our Yuletide log fire there came a slice of log three inches in diameter and half an inch thick, which was just about the size that our radiators could handle. Burned in the log was this motto: "Just a little log to help kindle your fires of happiness and success for 1925." It was from the Blackistons, of New York.

We have received a profusely illustrated brochure describing the aims and history of Descollonges Frères, of Lyons and Paris, manufacturers of raw materials for the perfume industry. The booklet contains views of the company's plant at Lyons showing actual processes of manufacture and machinery in operation.

The firm was founded in 1904 and has progressed rapidly since that time. Five years after its founding greatly enlarged facilities were necessary and a plot of ground was secured at Lyons-Villeurbanne where the present modern synthetics factory was erected. It was here that the Nobel prize work of Prof. Grignard on magnesium organic reactions was completed and was first put to practical use by Descollonges Freres in the production of phenylethyl alcohol.

In connection with the supplement, the firm also forwards through its American agents, Benj. French, Inc., of 160 Fifth avenue, New York, a description of its latest synthetic product, Tuberose de Provence.

R. M. Stevenson, 305 Donovan Building, Detroit, Mich., has made arrangements to represent Wm. Buedingen & Son, paper box manufacturers, of Rochester, N. Y., in Michigan, Cleveland and Toledo.

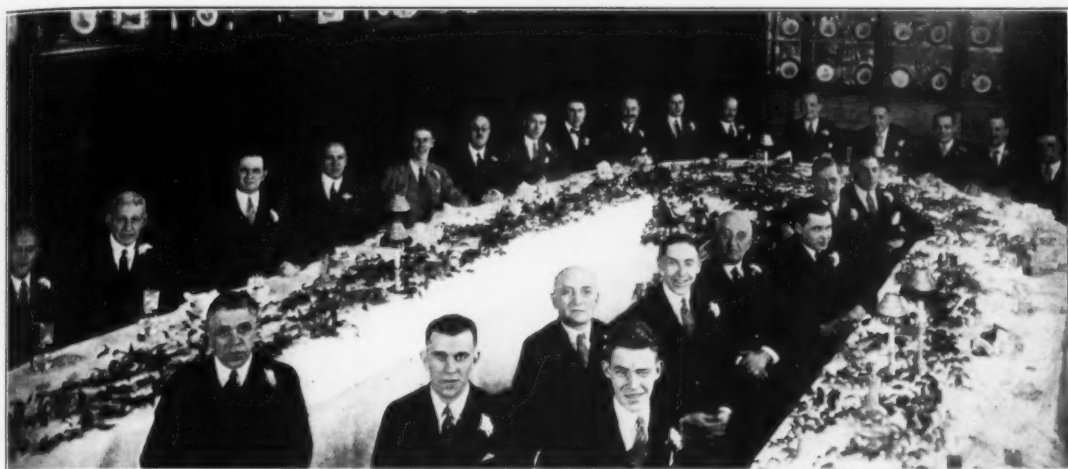
William Hosken of Victor & Hosken, New York City, accompanied by Mrs. Hosken, returned recently on the *President Roosevelt* from a three months' pleasure trip abroad. The trip included visits to London, Paris, Frankfurt, Basel and Montreux, Switzerland, where they spent most of their time, and where they played golf on the excellent links. The trip was especially enjoyable because Mr. Hosken formerly lived near Basel, and consequently an opportunity was afforded for renewing acquaintances there. He also visited Bubeck & Dolder at Basel for whom Victor & Hosken are agents.

The trip was the 54th ocean voyage taken by Mr. Hosken and he reports that it was the roughest one in his experience, the ship being delayed two days on the homeward trip. Mr. Hosken was agreeably surprised with the service given on the American steamers which he found fully equal to that of the French and English vessels on which he always traveled previously.

C. L. Victor, of Victor & Hosken, who has been abroad on a vacation trip was scheduled to arrive home on the *Homeric* January 21.

American Telephone & Telegraph Co. begins on advertising page 4 the first of a series of announcements calling attention to the dispatch, the ease and the convenience of long distance telephone service, particularly in connection with selling campaigns. Although the company has a monopoly over long distance service, it takes the opportunity and advanced position that it can best serve the business world by doing all in its power to increase the use of long distance telephone service. Its campaign will undoubtedly be watched with interest because of its suggestiveness to other companies in using the power of advertising in connection with sales efforts.

Proctor K. Malin has been elected president of the Solvay Process Co., Semet-Solvay Co., and Atmospheric Nitrogen Co., of Syracuse, N. Y., to succeed E. D. Winkworth, who has resigned. Mr. Malin has had charge of operations for the Semet-Solvay Co.



OUTSIDE, FROM LEFT TO RIGHT: CARL REIMAN, FREDERICK SIEGEL, A. A. CORTHELL, CHARLES KOLLMAR, W. EVERETT HANLON, EDWIN B. HOUGHTON, GEORGE H. MCGLYNN, F. T. COMSTOCK, FREDERICK RAUCH, J. BAIRD MAGNUS, EDGAR A. LESSELS, P. C. MAGNUS, A. BELKNAP FOSTER, ROBERT BURKE MAGNUS, DR. FREDERICK W. BROWN, HENRY J. BECKER. INSIDE, FROM LEFT TO RIGHT: JOHN TEDALDI, GEORGE G. BIEBER, JOSEPH OPPENHEIM, ALFRED JAMES JOHNSON, JAMES S. SCANLON, PETER W. HANSON, ARTHUR H. DOWNEY, PARKER L. TIRRELL, WILLIAM FRANKLIN FISCHER.

FIFTH ANNUAL SALES CONVENTION AND BANQUET OF MAGNUS, MABEE & REYNARD, INC., NEW YORK, DECEMBER 20, 1924.

Enthusiasm and goodfellowship marked the fifth annual sales and staff convention of Magnus, Mabee & Reynard, Inc., which was held December 18, 19 and 20 at the Drug and Chemical Club, New York City. The convention was opened with an address by Percy C. Magnus, president of the company, who welcomed the members, reviewed the business situation and thanked the organization for its loyalty and co-operation.

After the address of Mr. Magnus there was a general discussion relating to sales of the company's products. Following this, addresses were made by Dr. F. W. Brown, J. Baird Magnus, vice-president; George H. McGlynn and Arthur H. Downey.

December 18 a theatre party was held at the Hippodrome which was greatly enjoyed by the men; and on the next day, the second business meeting was held, which was marked by addresses by William F. Fischer, Edgar A. Lessels and Alfred J. Johnson, all of whom are Magnus, Mabee & Reynard men.

The third session was held December 20, after which the annual dinner and entertainment took place at the Waldorf-Astoria. Percy C. Magnus acted as toast-master and at the conclusion of his remarks presented Frederick Siegel, who has been head of the firm's packing department for 22 years with a gold watch and chain as a token of appreciation for loyal service. Mr. Siegel responded in a fitting manner and in his talk told the younger generation some interesting anecdotes about the history of the company during the time he has been with it.

Mr. Magnus also presented a gold watch and chain to John Tedaldi, foreman of the tank department, who proudly claims 21 years of service with the firm. Mr. Tedaldi in his response told the men that it was a pleasure to work for the company and in the course of his remarks discussed some of the interesting changes that have taken place since he joined the organization. J. Baird Magnus, vice-president, made the concluding address.

Due to the severe illness of his daughter, M. Stanley

Barker was the only man in the organization unable to be present; and out of respect for him, a toast was given to the rapid recovery of his daughter.

Magnus, Mabee & Reynard, Inc., is the outgrowth of the Frank Hill Co., which began business in Cedar street in 1895. The late Percy C. Magnus, father of the present officers of the company, organized the company with Frank Hill. This concern succeeded to the business of McKenzie Bros. & Hill. Soon after a reorganization was made under the name of Magnus & Lauer and more commodious quarters were taken at 92 Pearl street. In 1904 the rapid growth of business necessitated even larger quarters and in that year the company moved to 257 Pearl street. In 1907 the National Essential Oils Distilling Co., of Chester, Conn., was amalgamated with the company which was incorporated under the name of Magnus, Mabee & Reynard.

Those present at the fifth annual reunion and staff convention were: Charles Kollmar, Edgar A. Lessels, George H. McGlynn, J. Baird Magnus, Percy C. Magnus, Robert Burke Magnus, Joseph Oppenheim, Frederick Rauch, Carl Reiman, James S. Scanlon, Frederick Siegel, John Tedaldi, Parker L. Tirrell, Henry J. Becker, George G. Bieber, Frederick W. Brown, F. T. Comstock, A. A. Cortshell, Arthur H. Downey, A. Belknap Foster, William Franklin Fischer, W. Everett Hanlon, Peter W. Hanson, Edwin B. Houghton and Alfred James Johnson.

George B. Cutten, president of Colgate University, has announced the gift of a new building to cost approximately \$400,000, the donor being Austen Colgate, vice president of Colgate & Co., many years a trustee of the university. The building, it was said, will be known as Lawrence Hall, in honor of the Rev. William M. Lawrence, class of 1870, formerly a trustee and now of the faculty of the Colgate Theological Seminary.

The George Flint soap works, West Manayunk, Pa., suffered a loss by fire recently amounting to \$2,500.

Al Seidel, for the last three years sales and production manager for Morris, Mann & Reilly, Inc., Chicago, resigned January 1 to join D'Arly, Inc., also of Chicago, as secretary and treasurer. Mr. Seidel carries to his new connection an experience that ought to be valuable.

Du Pont Cellophane Co., Buffalo, N. Y., starts with this issue a strong series of inserts showing how Cellophane wrapping may be used to improve the appearance of perfume, soap and toilet goods packages. The insert appears between advertising pages 88 and 89.

Peet Brothers' Soap Co. recently held a conference of salesmen, advertising men and newspaper publishers at Emporia in connection with plans for an extensive advertising campaign in Kansas. Dinner was served.

Samuel A. Reich, general manager of the Reich-Ash Corp., New York City, has been elected president of the Silvercraft Specialty Corp., which has been purchased by the Reich-Ash Corp., and will be operated as a subsidiary company.



S. A. REICH

Mr. Reich brings to his task wide executive experience gained from twenty-six years of pioneer work in the Philippines, where he went in 1898 as a contractor. His work included the erection of buildings and offices for the Marine Corps at Fort McKinley, Pasig Rizal, and the construction of a sea wall 3,600 ft. long for the navy at Subig Bay. In addition he did a considerable amount

of other construction work. In 1915 he engaged in embroidery work for a New York concern, which was absorbed in 1918 by George Borgfeldt & Co. In this work he had 20,000 women under him in Luzon, in addition to a force of 600 girls under one roof at Manila. His work brought Mr. Reich in touch with every class of Filipino. As he is able to speak Spanish and the Filipino language fluently, Mr. Reich was in a position to obtain a more accurate idea of the temper and feeling of the people than ordinary observers.

He remained in Manila until May, 1922, continuously, with the exception that every four or five years he would make a six months' trip. These trips took him to all corners of the world. Mr. Reich takes exception to widely published articles in the American press regarding conditions in the Philippines. He declared that living is cheaper than in the United States and that living conditions are more attractive to women.

He was especially impressed with the work of Gen. Leonard Wood, who has effectively stopped oppression of the poor by the rich, and who is regarded as a Father by the natives. Mr. Reich believes that the Filipinos will not be able to demonstrate their ability for self-government for possibly fifty years yet, although everything is tending that way, both in their desire for higher education, their interest in American institutions and awakening spirit of commercial activity.

Mr. Reich planned to retire in 1922, and in May of that

year went to Berkeley, Cal., to live with his younger son, William Walter Reich, who is a professor of medicine in the University of California. As soon as it was learned that he was in the United States, his brother, L. R. Reich, president of the Reich-Ash Corp., and Sidney Ash, vice-president invited him to join the corporation as general manager in charge of production. Mr. Reich is the father of five children, three sons and two daughters, all of whom with the exception of his younger son, are in the Philippines.

The business conducted by Charles Baez as sole agent for Parfumerie L. T. Piver was taken over on January 1 by L. T. Piver, Inc., 118 East 16th street, New York. Mr. Baez is managing director of the corporation.

Allan L. Ritch, who recently became affiliated with Heine & Co., New York City, has had an interesting career in the toilet preparations and allied fields. Following two years at Hamilton College, Clinton, N. Y., he resumed study at Pratt Institute, Brooklyn, from which he was graduated. After the completion of post graduate work in chemistry at Polytechnic Institute, Mr. Ritch took the degree of B. S.



ALLAN L. RITCH

Mr. Ritch takes pride in ten years of service with E. R. Squibb & Sons, New York; five years as analytical chemist, two years as assistant chief chemist, and three years as chief chemist, in charge of all analytical work both in Brooklyn and New Brunswick. All materials used by the firm passed through the hands

of Mr. Ritch and his department, as did also all goods released for stock. In addition to this technical service was rendered to all departments coming in contact with the Control Laboratory.

After severing his connection with E. R. Squibb & Sons in the Spring of 1924, Mr. Ritch acted as a salesman in the metropolitan district and on October 15 went to Heine & Co., with which concern he has been associated as salesman ever since.

The Lincoln Soap and Chemical Co., of Pittsburgh, Pa., has closed negotiations to acquire the big brick plant at Scottsdale, Pa., formerly occupied by the Sherman-Stiveson Rubber Co. The building will be remodeled and new machinery installed in addition to moving the Lincoln plant from Neville Island to the new location at Scottsdale, where operations will begin within sixty days. Miss Betty Zane, a Pittsburgh business factor, is the president of the Lincoln Company.

Harold Gilbert, editor of the *Druggist*, Memphis, Tenn., may well lay claim to the title of champion pharmaceutical piscatorialist if we may believe the camera which recently revealed him in possession of a splendid "catch" of finny denizens of the favorite fishing waters in Arkansas, where "fish is fish" and nothing else. P. R. Turner, of the Turner Drug Co., Marianna, Ark., who also made a fine haul, verifies all strings in this item. Congratulations!

The many friends of Gerard J. Danco, son of Pierre Danco, president of the Belgian Trading Co., New York City, will be glad to learn of his marriage to Miss Flora Tyck, daughter of Mr. and Mrs. Albert Tyck, January 19, at the Church of Our Lady of Angels, Brooklyn, N. Y.

John H. Montgomery is no longer associated with Burton T. Bush, Inc., of this city. His connection with this firm ceased in December. It is understood that he intends to enter the commission business on his own account.

Lum & Lemmermeyer, who recently established themselves in business at 549 West Washington boulevard, Chicago, Ill., are starting out the new year with most auspicious prospects. The firm was organized last October by Dudley F. Lum and Michael Lemmermeyer, who have had 18 years' of experience in the essential oil and synthetics industry, over 12 years of which time has been spent as salesmen in the Chicago branch of George Lueders & Co., of New York. Both men have had interesting careers.

Mr. Lum was born and educated in New Jersey and is



DUDLEY F. LUM



MICHAEL LEMMERMEYER

a great-great-grandson of Israel Lum, patriot in General Washington's army. With such a distinguished ancestry it was natural that Mr. Lum should become identified with the activities of the New Jersey Society of the Sons of the American Revolution. In the World War Mr. Lum served for 18 months as an officer in the 46th United States Infantry. He is married and has two children.

Michael Lemmermeyer, his associate, began business in the essential oil field as an office boy for George Lueders & Co., in 1907. He held various clerical positions with the company in New York and was transferred to Chicago in July, 1921. During the World War he served for 19 months with Battery B, 304th Field Artillery of the 77th Division, with which detail he saw action while stationed in the Vesle sector. He also took part in operations in the Baccarat sector and in the Oise-Aisne and Meuse-Argonne offensives. While stationed at Camp Upton, before going overseas, he served as cartoonist on the camp paper, his drawings attracting wide attention and being reproduced in camp papers throughout the United States. He was born and educated in New York City and married Miss Katherine Rock of Brooklyn. They have one child.

While with George Lueders & Co., both men pushed the sale of the products of L. Givaudan & Cie, as well as other specialties, and accordingly the firm is well prepared to represent Burton T. Bush Inc. of New York, in the sale of Givaudan-Delawanna products in the Middle West. The firm will also represent other principals.

Meyer Brothers Drug Co., of St. Louis, announces one of the most important changes in the wholesale drug field of the Mid-West that has happened in a long time and which affects the South as well. Meyer has acquired the old firm of Finlay, Dicks & Co., New Orleans, on a cash basis satisfactory to both parties. The deal was effective January 6 and was concluded by Carl F. G. Meyer, president, and John C. Vaughan, treasurer, of the Meyer company.

No changes will be made for the time being in the personnel of Finlay, Dicks & Co., excepting that Stanley B. Simpson, second vice-president and assistant general manager of the St. Louis house will be temporarily in charge of operations in New Orleans.

F. A. Dicks, former president of Finlay, Dicks & Co., as well as his brother, D. B. Dicks, are retiring from the active drug business.

One of the most interesting of the new announcements that appeared in this issue is that of Charles A. Rindell, Inc., 64 West Randolph street, Chicago. The head of this firm is Charles A. Rindell who is so well known in Chicago and throughout the Mid-west as a specialist in packages. He aims to confer with manufacturing perfumers and others in the packaging of their products and has gathered a group of agencies: Addison Litho. Co., labels and cartons; Stanley Manufacturing Co., metal labels and displays; Metal Package Corp., talcum cans and metal boxes; The Zinn Corp., vanities and compact boxes; Superior Paper Box Co., paper boxes; the A'Cadia Powder 'Puff Co., powder puffs, and Kolmar Laboratories, rouge



CHARLES A. RINDELL

and powder compacts. He plans to add other package elements concerning which announcements will be made from time to time.

Mr. Rindell is one of the pioneers in this class of activity and his natural artistic temperament combined with his indefatigable efforts have made him an outstanding success as manufacturers' representative.

Co-operating with his principals in arranging for publicity on his own account, Mr. Rindell has taken a forward step and he was actuated toward this end considerably by the comments made to him by his clients in the course of his visits. He wrote us recently in part:

"I cannot speak for the East, but I know in the West that everyone of my customers looks up our different ads just as soon as each issue of your magazine is received. I know this, because I never mention any one of our ads without finding that my customer knows the ad as well as I do. Perhaps in the East where the buyer is closer to the source of supply he does not depend so much on the advertising, but out here buyers are trained to read all ads of importance in order to keep posted."

Kranich & Specification Soap Co., 54 Richard street, Brooklyn, N. Y., emphasizes in its announcement on advertising page 96 the Castile soap which it is now manufacturing for the American trade. As announced in our December issue, page 556, the company is endeavoring to popularize U. S. P. Castile soap of American manufacture.

A. L. van Ameringen, 15 Irving Place, New York City, announces a new jasmin on the obverse side of his insert between advertising pages 80 and 81. On the reverse side the company states that it will move to its new and larger quarters at 30 Irving Place on February 1.

The Furlager Manufacturing Co., compact puffs, has moved into new and larger quarters at 116 West 14th street, New York, the change having been made necessary by the steady increase in demand for its goods. New telephone: Chelsea 2355.

Gus Schutt, for forty years a barber in Shreveport, La., has turned from masculine to feminine trade, having transformed his shop into the Marguerite Beauty Parlor, named in honor of his daughter, who becomes its manager. Mr. Schutt, who is 68 years old, is still deft with the scissors and wagers that he can trim any one of 57 varieties of bobs in 12 minutes. He believes the bob is here to stay.

Charles W. Myers, director of trade relations for Armour & Co., Chicago, delivered an address before the Advertising Club of Washington, recently on "What Makes the Buyer Buy?"

DuBois Soap Co., Front and Carr streets, Cincinnati, has acquired land 75 x 250 feet adjoining its plant and will utilize it to build an office structure.

One of Florida's new industries is the manufacture of palmetto soap and citrus fruit juices. A factory has been located at Oldsmar by the Palmetto Oil Refining Co. M. F. Silveau, discoverer of the soap making process is chemist for the plant. The officers are: Robert Gray, president; M. F. Silveau, vice-president and general manager; W. P. Gray, secretary, and R. M. Silveau, treasurer. These officers, together with E. E. Whitehurst and Dr. H. E. Caswell, compose the board of directors. H. P. Bailey is attorney for the firm. This plant will not only manufacture soaps, but brushes and a fertilizer. The capital stock is \$50,000.

Frank Gambino has been elected president of the Utica High Class Perfumes and Toilet Waters, Inc., a new company with capital stock of \$25,000, located at 1027 Bleecker street, Utica, N. Y. Other officers are: Vice president, Gregory Colonna; secretary and treasurer, Edward J. Asselta. Directors for the first year are Edward J. Asselta, Gregory Colonna and Frank Gambino. All are of Utica. The company manufactures perfumes, hair tonics, toilet water and other articles. Although started over a year ago the firm already has had to move into larger quarters at 760-762 Blandina street, where apparatus of the latest type is utilized.

Continental Can Co. has appointed H. A. Vincent assistant manager of sales with headquarters in this city, E. W. Bromilow and A. V. Crary have taken positions at Chicago. District sales managers have been appointed as follows:—R. S. Solinsky, Chicago; C. D. Reid, Detroit; L. J. La Cava, Jersey City. The general line sales of the company will hereafter be directed by a sales committee consisting of Messrs. Bromilow, Vincent and Crary, with C. C. Conway, first vice-president, as chairman and Mr. Crary as secretary.

L. T. Piver, Inc., American distributor of L. T. Piver, of Paris, manufacturer of Azurea, Misti, Floramye and other perfumes, has placed its advertising account with the New York office of Dorrance, Sullivan & Company.

Barclay & Co., 26 Beaver street, this city, has begun manufacturing operations in a new soap plant at Morsemere, N. J., which is one of the most modern plants of its kind. It will be devoted to the manufacture of Reuter's soap. The present Bayonne plant will continue in operation until additional buildings will allow concentrating all manufacturing at Morsemere.

C. W. Bayne, formerly of the Hermes Chemical Co., Los Angeles, is now located with the Bayne Laboratories, 209 Bacon Building, Oakland, Cal.

Franks Chemical Products Co., Bush Terminal, Brooklyn, N. Y., reports that last year was the best in its history. Joseph M. Franks, president, announces that the company is now carrying stocks in San Francisco, St. Louis and Kansas City.

Palmolive Co. has established a southern headquarters at Charlotte, N. C., from which a corps of salesmen will radiate through the southeastern states.

Poland Soap Works, of Anniston, Ala., has declared a dividend of 8 per cent. Carter D. Poland, head of the company, reports 1924 as the company's best year.

French Exposition Corporation, Manhattan, New York City, has filed a notice of dissolution at Albany.

Riera, Roche & Co., S. en C., announce that they have moved their headquarters from Matanzas to Havana, Cuba, and are now located at Velazques No. 29, Luyano.

Palmers, Ltd., Montreal, manufacturer of Minty toilet preparations, is advertising to the Canadian public a new product known as Minty's Ma Cherie Vanishing Cream. The account is handled by the R. Sykes Muller Company, Ltd., Montreal, advertising agency.

Dustbane Manufacturing Co., Ottawa, Ont., is using newspaper space to introduce a new product known as D. B. Kleenup soap. This advertising account is directed by A. McKim Ltd., Montreal, advertising agency.

In a recent Buffalo newspaper advertisement Mrs. M. L. Mueller advertised for "ladies to travel, salary, expenses—routes open to California and Florida." After an investigation, the Buffalo Better Business Bureau charged that the advertising was a scheme to collect \$7.50 from prospective sales agents for a concern operating under the name of the Reliable Manufacturing Co., vendors of cosmetics. An arrest was made on the charge of violation of the New York State advertising law. Mrs. Mueller pleaded guilty before Chief Judge Woltz, of the Buffalo city court, who imposed a fine of \$100 or 100 days in jail. The Reliable Manufacturing Co. wired money to pay the fine.—*Printers' Ink.*

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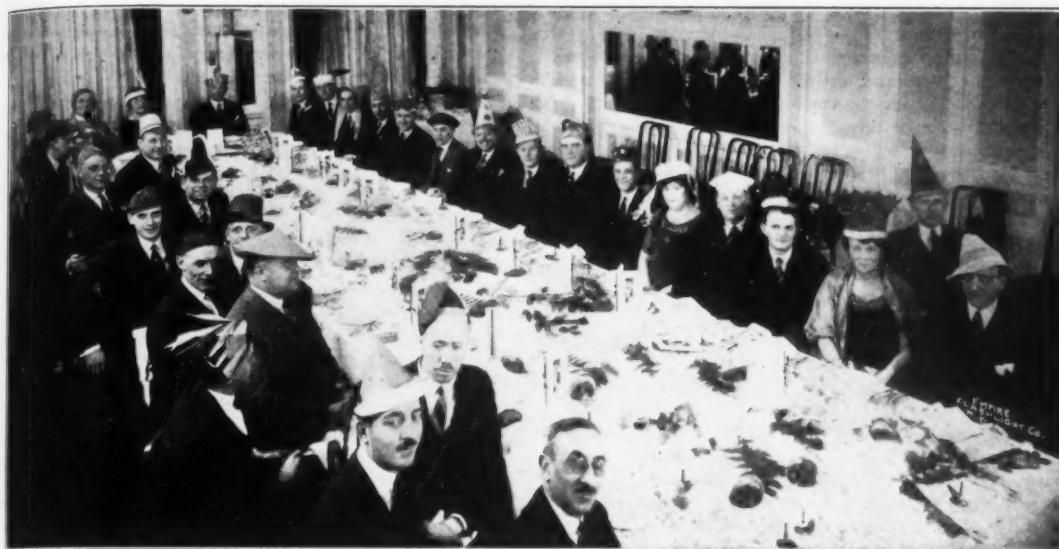
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FROM RIGHT TO LEFT: LOUIS W. HALK, WILLIAM RESOR, MRS. NORTHAM WARREN, GEORGE R. MAREK, T. O'ROURKE, JR., MRS. M. KEBLEY, C. H. MITCHELL, J. F. HEALY, H. H. GOHRING, J. J. O'FARRELL, H. H. HOYT, J. B. COBBAIN, A. H. BERGSTROM, HUGH BATY, T. S. BOYD, J. A. KAVANAGH, NORTHAM WARREN, MRS. BLANCHE WONN CHASE, F. W. BENN, GILBERT KINNEY, MISS JENNIE KRIEGER, G. T. SHANLEY, H. H. SNYDER, J. J. REEVES, H. E. ALEXANDER, O. C. OLIN, C. H. LAFFERRANDRE, C. W. BAMBULA, T. E. MARSTON, W. T. KEECHAN, A. F. MUNRO, H. KINMONTH, HUGO MOCK.

NORTHAM WARREN CORPORATION OF NEW YORK HOLDS ANNUAL SALES CONVENTION AND BANQUET

Cutex salesmen from all parts of the United States and from Canada gathered in New York January 5, 6 and 7 for the annual sales conference of the organization. An unusually complete and interesting program had been prepared by the management.

Among the features of the three-day conference was a lecture on window-dressing by J. W. Johnson of the Denison Manufacturing Co. A model window to be used in Cutex window displays was dressed by Mr. Johnson in twelve minutes time, and an excellent opportunity was given to the men to view how to make the most out of crepe paper decorations.

A talk that combined humor with instruction was given by Hiram Gleason, of the Niagara Lithograph Co., on

modern commercial art. Mr. Gleason showed how simple are the principles that enter into modern poster art.

Every phase of the company's business policy and its advertising plans for the new year were fully discussed, and the men voted the business sessions the most successful of any conference in recent years. Those who took part in the discussion were John A. Kavanagh, L. W. Halk, S. R. Marek, Gilbert Kinney and William Resor.

The social features included the annual dinner to the salesmen and executives at the Hotel Lafayette, luncheons at the Hotel Lafayette and Hotel Brevoort and a theatre party at the Selwyn Theatre, closing with the annual dance at the Cutex Building on January 6. The accompanying photograph shows the Cutex organization in its lighter moments.

Groover-Stewart Drug Co., of Jacksonville, Florida, plans a \$22,000 annex to its Miami branch.

Marinello Co. is to move its offices from 366 Fifth avenue to 72 Fifth avenue where it will occupy the whole building at that location. It is announced that soon after February 1 the company will be located in its new quarters and that it will commence manufacturing operations in New York City.

Monsanto Chemical Works, St. Louis, Mo., announces that Walter S. Goff, who has been at the New York branch of the company, is now at the main office of the plant in charge of sales of vanillin, coumarin, and saccharin. He has been succeeded at the New York office by Victor E. Williams of the St. Louis office who has been with the company over ten years. E. A. Johnson continues as branch manager for the New York office and will be assisted by D. G. LaShelle.

B. Kronish of B. Kronish & Bro., New York City, proprietors of Bee Dee Kay Laboratories, has returned from a month's business and pleasure trip to Cuba and Mexico. Mr. Kronish left New York City in the midst of the cold snap of last December, the complete change to the summer climate of our southern neighbors being particularly welcome and he took full advantage of the ideal weather to enjoy automobiling in both countries. He was also much impressed with the opportunity for developing the sale of American-made cosmetics and toilet preparations in both Mexico and Cuba. The women of Mexico, Mr. Kronish believes, are large potential users of compacts. Immediately on his return to the United States, Mr. Kronish left for Chicago to confer with dealers with reference to specialties to be offered by his company in the coming year.

La Parfumerie J. Jutras has moved into the four-story factory building at 2204 Avenue Papineau, Montreal.

CHICAGO

CHICAGO, January 15.—Cooper & Shuesler, one of the leading manufacturers agents firms in the mid-west catering to the toilet goods and kindred trades, have expanded their line by adding the account of Wm. Buedingen & Son, Rochester, manufacturers of paper boxes. The Chicago firm will do the selling in the territory bounded on the west by Denver, on the north by the Canadian border, on the south by Atlanta, and on the east by Pittsburgh and the Ohio River. Large bookings for 1925 have already been made.

The firm's other accounts are also of prime importance. They are A. H. Wirz, Inc., collapsible tubes and sprinkler tops; and Keratol, an artificial leather.

Charles H. Cooper and Charles R. Shuesler met in Los Angeles twenty-one years ago where both were connected with local wholesale drug houses. They came east together and located in Cincinnati, Mr. Shuesler tying up with the Stein-Gray Drug Co., and Mr. Cooper connecting with the Wm. S. Merrell Co. Mr. Cooper came to Chicago in 1907 and Mr. Shuesler a little later, when the present co-partnership was formed. Four years ago and after the dissolution of the Stein-Gray Co. in Cincinnati, W. T. Gray came on and was taken in as a partner.

Cooper & Shuesler's first place of business was in the Silversmith Building, 8 South Wabash avenue, later moving to the Hartford Building, and now they are housed in the best possible manner in the handsome Railway Exchange Building, 80 East Jackson boulevard, with offices facing Michigan boulevard and yielding a fine Lake Michigan and Grant Park view.

The business of this firm, their friends say, has enlarged gradually and rapidly until its volume is now one of the largest of similar firms in the West.

Mr. Cooper says that the business booked by the firm since January is "most unusual in the aggregate, being very good advance evidence that 1925 is going to be what all claim it will be—the most prosperous business year in recent history."

That souvenir box given to each lady in attendance at the annual banquet of the Chicago Perfumery, Soap & Extract Association last month was in some unaccountable manner ascribed to the benevolence and courtesy of one firm, when as a matter of history a large number of firms graciously participated in the donation. The items donated and included in the box, and the donors, were:

Butterfly talcum, donated by McBrady; White Youth clay, by Edna Wallace Hopper; powder puffs, by the Western Co.; furniture polish, by the Boyer Chemical Co.; face powder, by Jean Wallace Butler; cuticle oil, by Marrow Mfg. Co.; bath powder, by Allen B. Wrisley Co.; nail luster, by Baldwin Perfume Co.; beauty secret, by Luxtone Co.; compact, by Helfrich; lip rouge, by the Bonney Co.; Daylight rouge, by John Blocki & Son; Armand powder, by the Armand Co.; compact puffs, by Acme Compact Puff Co., and Comfort Mfg. Co.; Jap Rose soap, by Jas. S. Kirk & Co.; Princess Pat powder, by Princess Pat, Ltd.; Patrician toilet water, by Franco-American Hygienic Co.; Lov'me gift set, Melba Mfg. Co.; beautibox by American Can Co.; compact rouge, by Marshall Field & Co.; box, by Conant. (See also page 605.)

The nine Burnham boys who operate the E. Burnham business are an unusual set of brothers. Six are in the

firm, one being in New York. The five in Chicago not only work together, play together, but they eat together at lunch time. A table is reserved in the Marshall Field restaurant in the store across from the Burnham establishment where the brothers may be found daily at the lunch hour. They are all what may be termed live young business and professional men, and they have many business and social friends.

The Chicago *Tribune* recently pictured Frank Z. Woods, of the Federal Products Co., in a new job. A Federal Products truck was held up by six bandits who got fifteen drums containing 750 gallons of alcohol. According to the *Tribune* story, Frank Z. was chauffeuring the truck after loading it at a West Side railroad yard and proceeded to take it to 180 North Market street, when at Polk and Canal streets three men jumped on the truck, took it away, and forced Frank to ride with three other men to 79th street and South Racine avenue where he was dumped off. Frank's friends don't know much about this new job of his, but are sure that he is selling the trade just the same, regardless of interruptions from bandits and booze-runners.

Harry Blakeney, of the Palmolive Co., is the proud father of a son—his first.

Walter L. Filmer, the genial secretary of the Chicago Perfumery, Soap & Extract Association, states that business started off good the first business day of the year and is keeping up the pace. That is the report he has been getting from the members as he comes into touch with them in the course of secretarial work.

J. V. Benton, head of the Chicago division of the Palmolive sales force, with forty-five of his co-workers held their annual banquet January 3, in the Morrison Hotel. He reported a very successful year for the Palmolive business and stated that they were going to make 1925 still better. Salesmen from both Illinois and Indiana attended this meeting.

Fox & Clarke Co., of New York City, announce that a branch office is to be opened in Chicago by Arthur S. Fox, who is at present on a three weeks' business trip through the middle west.

Boncilla Laboratories, Indianapolis, maker of Boncilla toiletries, has appointed the Brandt Advertising Co., Chicago, to direct its advertising. Magazines will be used.

Norida Parfumerie, New York, has placed its advertising account with the Morris-Harris Advertising Co., Chicago. A campaign in metropolitan newspapers and magazines will be conducted for the Norida Vanitie.

E. O. Barstow, production manager of the Dow Chemical Company, Midland, Mich., gave an interesting talk on the operations of the plant recently before a gathering of business men at Saginaw, Mich.

The air mail service has been extended to include insured and collect on delivery mail, third and fourth class only. The limit of weight is 50 pounds and the limit of size is 84 inches in length and girth combined.

NEW INCORPORATIONS

Cosmo Cosmetic Corp., Manhattan Borough, New York City, \$5,000; B. B. Kronish, D. I. Michaelson, B. Frimarek. (Attorney, A. P. Wilkes, 63 Park Row.)

Shoo Products, Queens Borough, New York City, disinfectants, 500 shares preferred stock, \$100 each; 1,000 common, no par value; A. D. Stewart, A. K. Newman. (Attorney, G. H. D. Foster, 47 Cedar street, New York.)

Deauville Products Corp., New York City, manufacture cosmetics, \$10,000; F. S. Brown, A. Torres and F. M. Merrifield, 318 West 57th street, New York.

El Garon, Brooklyn, N. Y., perfumes and powders, \$25,000; A. Weinstein, J. Stabel, M. Sanders. (Attorney, L. Sanders, 277 Broadway, New York City.)

Essential Oil Products Corp., Manhattan Borough, New York City, \$20,000; J. Seaman, M. Rosenweig, A. Weinstein. (Attorney, N. Seaman, 51 Chambers street.)

New England Perfume Vending Co., Springfield, Mass., perfume vending machines; capital, \$500,000; George H. Degenkolb of Adams and Hyman B. Greenberg and John Wesley Geffken of Springfield.

Nu Grape Co. of America, Wilmington, Del., manufacture flavors, \$1,000,000. (Corporation Trust Co. of America.)

Hollywood Perfume Co., Dover, Del., manufacture, \$500,000. (Corporation Trust Co. of Delaware.)

Washington Products Co., Washington, D. C., \$20,000, manufacture hair tonics; Geo. A. Cochrane, Wm. H. Warren, Marie Warren. (Capital Trust Co. of Delaware.)

J. D. Nordlinger, Inc., New York County, soaps, spices, food products, etc.; \$100,000. L. Nordlinger, 105 Hudson street, New York City.

Golie, New York, \$50,000, chemicals and perfumes; S. E. Levens, P. Perlmuter, C. E. Goldsmith. (Attorney, C. M. Newman, New York.)

House of Tre Jur, Manhattan Borough, New York City, toilet preparations, \$20,000; L. and A. Mosheim, E. Schwartz. (Attorneys, Spiro, Abrams & Felstiner, 347 5th avenue.)

Raquel, Wilmington, Del., toilet articles, \$1,750,000. (Corp. Trust Co. of America.)

Peerless Cosmetics, Philadelphia, \$50,000. (Corp. Guarantee and Trust Co.)

L. & G. Lengyel, Brooklyn, N. Y., perfumes, \$15,000; L. and G. Lengyel, A. G. Bechtold. (Attorney, H. E. Heistad, 190 Montague street, Brooklyn.)

Beauty Products Co., manufacture toilet articles, \$500,000; Robert T. Camaron, James A. Padget, Memphis, Tenn.; A. M. Hooven, Wilmington. (Corp. Trust Co. of America.)

Bevil, Manhattan Borough, New York City, toilet articles, 30 shares common stock, no par value; E. Kramer, B. Prince, M. T. Weiss. (Attorneys, Bondy & Schloss, 276 Fifth avenue.)

Parfumerie Rigaud, Manhattan Borough, New York City, mercantile, 2,350 shares preferred stock, \$100 each, 3,800 common, no par value; H. Rigaud, L. Crossant, M. M. Sterling. (Attorney, W. L. Post, 50 Church street.)

Lucille Jeannette Products, Wilmington, Del., manufacture cosmetics, \$250,000. (Colonial Charter Co.)

Westphals Preparations, Manhattan Borough, New York City, cosmetics, \$15,000; B. Sirota, H. Stiglitz, S. Meisler. (Attorney, W. H. Stiglitz, 1133 Broadway.)

Pall Mall Perfumery Co., Mount Vernon, N. Y., \$10,000; D. N. Pompilio, R. Signo, G. Cambe. (Attorney, W. A. Forrester, Mount Vernon.)

BOOK REVIEWS

A HISTORY OF THE NATIONAL WHOLESALE DRUGGISTS' ASSOCIATION, 94 pages, handsomely bound, published by the association; New York; 1924.

This little volume is the story of half a century of constructive service by one of the largest, best and most useful trade organizations in the country. The idea was formulated at the Jubilee Convention of the N. W. D. A. at Atlantic City last September, when a special committee was appointed to compile this milestone in the progress of the wholesale drug industry. The committee consisted of F. E. Bogart, C. Mahlon Kline, Sewall Cutler, John Uri Lloyd, Henry D. Faxon, Nelson Ashley Lloyd, Andrew J. Geer, John M. Peters, F. E. Holliday, A. Lee Robinson, Linus B. Kauffman, Harry J. Schnell, Samuel R. Kelly and S. E. Strong, who supply the preface. Much of the detail work and the editing was done by Charles Harold Waterbury, the efficient secretary of the organization. The history of the association is traced from its formation in a most comprehensive and enlightening manner, early economic and social conditions in the trade forming the initial chapter, while its progress and development are told with touches of real human interest.

AMERICAN MANUFACTURERS OF TOILET ARTICLES ANNUAL DIRECTORY, 1925; octavo 5½ x 8½ in.; flexible leather maroon covers; Rose & Spanjer, Inc., Newark, N. J.

The second number of the Annual Directory of the American Manufacturers of Toilet Articles is an attractive volume of 530 pages. Officers of the Association are given, together with their photographs, and standing committees are listed. In addition there is a complete list of the active and associate members and also of former officers from 1894 to the present. The Constitution and By-Laws of the Association are included, as well as the text of the Tariff Act of 1922 insofar as it affects toilet goods, soaps, aromatics and fine chemicals, pharmaceutical products, drugs, essential oils, fatty oils and allied products. Statistics are given on the exports of toilet articles. There are useful tables to aid the perfumer, together with a list of specially denatured alcohol formulae, as well as a guide to dealers in perfumers' raw materials. The larger part of the book is a daily diary.

ANNUAIRE REPERTOIRE DES INDUSTRIES DE LA PARFUMERIE ET DE LA SAVONNERIE, 1925, *Revue des Marques*, 43 Avenue Gambetta, Paris, France.

The second edition of this valuable compendium giving a new list of perfumery and soap trade names in France is just received. It is supplementary to the 1924 edition, which won much commendation. The list is arranged alphabetically and there also is a presentation of the French requirements for registration. A new feature is a diary with blanks for entries running through 1925. A directory of furnishers of perfume and soap materials is augmented by extremely attractive advertisements, many in colors, of important houses and factors in these industries. *Revue des Marques* promises additional supplements as follows: February, Essential Oils in Italy; April, Perfumery in the International Arts Exposition; September, Perfumes in the Grasse Region.

The text pages of the AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW do not contain all of the news. You must read the advertising pages also to get the full benefit.

NEW PUBLICATIONS, PRICE LISTS, ETC.

P. R. DREYER, 15 Platt street, New York City, has just sent out his January-February price list to the trade. Mr. Dreyer is an importer and specialist in fine essential oils and aromatic chemicals for perfumers, soap makers and extract manufacturers. He is the sole selling agent here for Bertrand Freres, Grasse, France; Naarden Chemical Works, Ltd., Naarden, Holland; Paolo Vilardi, Reggio Calabria, Italy; Brödr. Aarsaether A/S, Aalesund, Norway and others. The price list also mentions Dreyer specialties outside of the line of essential oils and aromatic chemicals.

B. KRONISH & BROTHER, BEE-DEE-KAY LABORATORIES, New York City. Copy of holiday greetings sent out to the trade in relation to the firm's products.

A. L. VAN AMERINGEN, 15 Irving Place, New York City, has sent out a card entitled "Business Judgment Demands Business-Like Advertising" in which he depreciates extravagant advertising and declares his policy "to tell the truth" in every advertisement.

CLARENCE MORGAN & Co., 355 West Ontario street, Chicago, have issued their monthly price list for January, together with New Year greetings.

MAGNUS, MABEE & REYNARD, INC., 257 Pearl Street, New York City, have issued their January price list of essential oils, aromatic chemicals, artificial fruit flavors and concentrates, and sundries, the list being available to all inquirers.

ROSSVILLE ALCOHOL TALKS, Booklet No. 3, January, 1925, issued by the Rossville Co., Lawrenceburg, Ind., starts the reader through the Rossville plant, where alcohol is made, and describes the processes in most interesting fashion. Just as a visitor to the plant would see the transformation of the corn through various stages into pure commercial industrial alcohol so the reader may visualize the journey of the grain in its translation into one of industry's most important materials. Further details are promised in forthcoming numbers of this series, copies of which can be had on request sent to the Rossville Co.

NEUMANN-BUSLEE & WOLFE Co., INC., 321-323 North Sheldon street, Chicago, have issued their December 30 price list, with a handy blotter. They are the authorized Western representatives for Morel & Co. and Lautier Fils, of Grasse, France, and Bagaroff Freres, of Sofia, Bulgaria. The list is complete, comprising essential oils, gums, aromatic synthetics, flavoring and other specialties, food colors, chemicals and sundries.

UNGERER & Co., 124 West 19th street, New York, have issued this circular to the trade:

"Since we introduced a series of valuable products for soap perfuming under our registered trade mark, Sapodora, a number of firms have adopted names of similar nature, varying slightly in spelling or in other ways, but so closely similar in sound and meaning as to cause danger of confusion. We wish to warn users and prospective buyers that similarity of name is no guarantee of equal quality. The best combination of quality, economy and effectiveness is obtained only by insistence on genuine Unco Sapodors."

"THE SUPERINTENDENT," published by the Karl Kiefer Machine Co., Cincinnati, Ohio, for January, is as bright and interesting as usual. E. E. Finch contributes a timely chapter on his personal impressions of Royal F. Clark, president of the National Canners' Association, and advance information about the convention of that organization which occurs late this month in Cincinnati. Another particularly valu-

able article by Mr. Finch is entitled "Model Packaging Plant." Also there are news items about the Kiefer establishment and progress in the industry.

PILAR FRERES, Grasse, France, (O. A. Brown Co., Inc., 240 Pearl street, New York City, exclusive American agent,) have issued a notice to the trade setting forth the merits of the "Baumodor" series of absolutes manufactured from various resinous products by the Pilar process.

H. C. RYLAND, 52 Laight street, New York, favors us with the firm's January 1925 wholesale price list of essential oils, vanilla beans, drugs, chemicals and synthetics. Among the specialties are concentrated imitation fruit flavors, theatre spray perfumes and cold cream perfumes.

HEINE & Co., Leipzig, Germany, (American headquarters, 52-54 Cliff street, New York,) have sent to us a handsomely illustrated booklet in German concerning the numerous products of the firm, together with memorandum pads, the whole enclosed in fine morocco covers carrying the Heiko emblem. The booklet supplies a complete agenda of the activities of the firm in connection with the cultivation of flowers and manufacture of raw materials for the perfume and soap industries, together with comments on the uses of the latter products.

BUYERS' GUIDE BOOK, 1925, issued free to its subscribers by *Drug & Chemical Markets*, New York, is at hand. It consists of 853 pages and is divided into four sections: 1, a directory of drug, chemical and allied industries by states and cities, arranged alphabetically; 2, a directory of products; 3, a directory of firms; 4, price and market statistics, list of trade associations and text of the Tariff Act of 1922. It is conveniently arranged and bears evidence of careful preparation and editing.

CHEMICAL CATALOG Co., 19 East 24th street, New York, has issued its 1924-25 catalogue of scientific and technologic books, including monographs of the American Chemical Society.

"CHEMIST & DRUGGIST DIARY, 1925," published by the London *Chemist & Druggist*, just received, is a volume of more than 420 pages, in addition to a liberal supply of blank ruled pages for diary purposes. The trade directory is complete and the literary contents include digests of laws, formulas, lists of associations, excise duties, poison regulations and a new synopsis of artificial and synthetic perfumes. It is published at 42 Cannon street, London, E. C. 4, and goes free to subscribers. The subscription is 20 shillings a year; diary alone, 10 shillings.

U. S. BOTTLERS MACHINERY Co., 4015 North Rockwell street, Chicago, Ill., sends a "good wishes" holiday card with the December issue of *Bottling & Packaging Engineer*, which contains several articles of a helpful nature to the industry, including some information about the convention of the canning trades in Cincinnati, January 26-31, with special reference to the machinery to be exhibited.

MEYER BROS. DRUG Co., St. Louis, has issued an illustrated folder to the trade conveying the holiday greetings of Carl F. G. Meyer, president, and recapitulating the great growth of the house during the last 72 years.

BEN LEVY Co., 125 Kingston street, Boston, Mass., has issued attractive colored price lists to the trade in conformity with the progressive policy outlined on page 499 of our November issue. Lablache face powder and compacts are featured, together with lipsticks and eyebrow pencils. With it goes a new circular regarding terms.

(Continued on page 626)

IN MEMORIAM FOR DEPARTED FRIENDS

- BAAR, JOHN X., proprietor of the Long Island Soap Works, Brooklyn, N. Y., January, 1916.
- BALLMER, CHARLES G., secretary-treasurer of the Winnes Chemical Soap Co., Toledo, Ohio, January, 1924.
- BERGIN, JOHN J., Los Angeles Soap Co., Los Angeles, Cal., January, 1912.
- BUCKAN, JOHN, Buchan Soap Co., Cleveland, O., January, 1909.
- BURR, EDWIN HENRY, New York manager for Roure-Bertrand Fils and Justin Dupont, New York, January, 1920.
- EAVENSON, LEWIS LINCOLN, soap manufacturer, Camden, N. J., January, 1914.
- FAVOR, OTIS S., pioneer soap manufacturer of Chicago, January, 1915.
- FORTMEYER, IRA T., for fifty-six years with Colgate & Co., New York, East Orange, N. J., January, 1916.
- FRANCIS, DR. JOHN M., member U. S. P. Revision Committee and chief chemist for Parke, Davis & Co., Detroit, January, 1924.
- FRENCH, MRS. HOWARD B., wife of Howard B. French, of Samuel H. French & Co., Philadelphia, January, 1924.
- GILLESPIE, FREDERICK R., head of Hammil & Gillespie, New York City, January, 1919.
- HALL, MRS. JULIA DOOLITTLE, widow of George Hall, perfumer, at Ossining, N. Y., January, 1923.
- HOEFNER, ANSLEM, of A. Hoefner & Sons, Buffalo, N. Y., January, 1912.
- KILLEEN, MICHAEL, father of Edward V. Killeen, of George Lueders & Co., New York, January, 1912.
- KIRK, MILTON W., president of James S. Kirk & Co., Chicago, January, 1916.
- LAIST, OTTO J., pioneer in glycerine research, Oakland, California, January, 1924.
- LYONS, EDWARD H., retired vice-president of I. W. Lyons & Co., New York, at Englewood, N. J., January, 1923.
- MAHONY, DAVID C., retired vice-president of Arthur A. Stilwell & Co., essential oils, New York, January, 1924.
- MARSH, FRANK B., ex-president Manufacturing Perfumers' Association, New York City, January, 1918.
- MILLER, SAMUEL M., Miller Soap Co., East Penn. Junction, Pa., January, 1911.
- MONTGOMERY, JAMES MOORE, vice-president and general manager, Richard Young Co., New York, January, 1924.
- MORENA, JACQUES A., Ferrand et Cie, Grasse, January, 1910.
- PAPPAZOGLOU, M. DONTCHO B., of Botu Pappazoglou & Co., Kazanlik, Bulgaria, January, 1919.
- REMINGTON, PROF. JOSEPH P., chairman Committee on Revision U. S. P., Philadelphia, January, 1918.
- RUSSELL, CLIFFORD A., proprietor of Russell & Co., New York City, January, 1919.
- SCHMIDT, RICHARD M., of the George A. Schmidt Co., Chicago, Ill., January, 1915.
- SELICK, CHARLES HENRY, perfume manufacturer, New York City, January, 1917.
- SMITH, ROBERT WALTON, essential oil importer, of New York, at Saranac, N. Y., January, 1924.
- TOENNIES, FERDINAND E., president of Heine & Co., New York, January, 1919.
- TREATT, RICHARD COURT, leading figure in essential oil trade of London and the Continent, January, 1924.
- WALWORTH, WARREN F., the Abner Royce Co., Cleveland, O., January, 1908.

WHEATON, WALTER SCOTT, founder of the Millville Bottle Works, Millville, N. J., January, 1924.

WHITE, GEORGE R., controlling owner of Potter Drug & Chemical Corporation, Malden, Mass., January, 1922.

WINDSOR, MILLARD F., president of Windsor Soap Co., Inc., Buffalo, N. Y., January, 1920.

A. M. Vail

ARAUNA M. VAIL, senior member of the firm of Vail Brothers, Philadelphia, manufacturers of toilet preparations and perfumery, died suddenly from heart failure in Atlantic City, December 12. He had left his business at noon on the previous day, saying he was not feeling well, and would go home for the week end to rest.

Mr. Vail was born in Kingston, N. J. He had been in the perfumery business in Philadelphia for over forty years, had travelled much of the time representing the house in the East and Middle West, where he was widely known as a strong, active, genial man. He was a member of the Gideons, always willing to sacrifice time, money and talent for the organization that he loved. He was much interested in the Hotel Bible Movement, and personally helped in the placing of the 10,000 Bibles in Atlantic City hotels in 1921. In this organization, as well as in the First Baptist Church of Philadelphia, where he had been a deacon for many years, he will be sorely missed. He is survived by his brother, Stephen A. Vail. The firm has long been a member of the American Manufacturers of Toilet Articles.

Edward B. McKay

Brief mention was made on page 558 of our last issue of the death of Edward Blair McKay, president and founder of American Machinery Co., of Philadelphia. Mr. McKay died November 24 of pneumonia. He lived at the Touraine Apartments, 1520 Spruce street. He was born sixty years ago in St. Louis and was educated in Canada, being graduated at the University of Toronto. He went to Philadelphia about twenty-five years ago. He was a member of the Manufacturers' Club. He is survived by his widow, Mrs. Eleanor P. McKay.

Mr. and Mrs. E. S. Baker

E. S. Baker, senior partner of S. F. Baker & Co., and his wife, of Keokuk, Iowa, lost their lives on November 25 in a fire which destroyed their beautiful home situated on a bluff overlooking the government locks. Mr. Baker was born in Waukegan, Ill., in 1850 and since 1868 had resided in Keokuk, where he became prominently identified with the city's social, business and civic interests. He was president of the Keokuk National Bank and was a member of numerous organizations, including the Flavoring Extract Manufacturers' Association of the United States. Mr. and Mrs. Baker are survived by three sons.

Archie Hewitt

Archie Hewitt, president and founder of the Hewitt Brothers Soap Co., Dayton, Ohio, died December 24 at the age of 77 years. Born in Ireland he came to America with his brother, George Hewitt, settling first in Cincinnati, but soon moving to Dayton, where they established the soap business in 1870. Failing health made it necessary for Mr. Hewitt to discontinue his activities at the plant seven years ago and his son, James M. Hewitt, took over active management of the business. Mr. Hewitt was the oldest living

member of the Dayton Bicycle Club and was also a member of the Dayton City Club. He is survived by the widow, his son, James M., and three brothers: George, of Dayton; William, of Louisville, Ky.; and Daniel, of Belfast, Ireland.

Otto C. Behr

Otto C. Behr, president of the Wayne Soap Co., Detroit, Mich., died December 2, at his home, 3050 Field avenue. He was born in Ann Arbor in 1855 and had been a resident of Detroit since 1864. For 40 years, up to 1919, he was associated with his brother, Gustav F. Behr, in Behr Bros., hides and tallow, retiring then, but retaining the presidency of the Otto C. Behr Co. Besides his wife, Mrs. Minnie Lindeman Behr, whom he married in 1879, he leaves four sons, Edgar G., Fred A., Waldo L. and Herbert C. Behr, all of Detroit.

F. W. Fink

F. W. Fink, one of the founders of Lehn & Fink, Inc., New York, died December 31 at Fulda, Germany, aged 79 years. After a year in the employ of Eimer & Amend in 1874 he joined with Louis Lehn in forming the firm of Lehn & Fink. He disposed of his interest in 1898 to Albert and Joseph Plaut. Mr. Fink was guest of honor at Lehn & Fink's golden anniversary celebration last year. Franz Ehrman, assistant secretary of the firm, is his son-in-law, and sailed for Germany on the *Columbus* January 6.

William O. Allison

William O. Allison, publisher and banker, died of pneumonia at his home in this city on December 18, in his 76th year. He was founder of the *Oil, Paint & Drug Reporter* and was publisher of the *Painters' Magazine* and the *Druggists' Circular*. Mr. Allison once was president of the Federal Reserve Bank and was identified with other banking institutions. He leaves three children, Mrs. Katherine MacLean, Mrs. Frances Noice and John Blauvelt Allison.

Obituary Notes

Horace L. Wells, Emeritus Professor of Chemistry, Yale University, died December 19, aged 69 years.

R. M. Dudley, president of the American Essential Oil & Chemical Co., Cumberland, Tenn., died December 21. He had been in the essential oil trade two decades.

Augustus Ledyard Smith, formerly an officer of the Eastern Talc Co., and later of the merged Eastern Magnesite Talc Co., of Vermont, from which he retired recently, died December 20, at his home in Brookline, Mass. He was 62 years old. His wife and two daughters survive.

Wilton E. Drake, founder of the Orient Spray Co., Roxbury, Boston, insecticides and liquid soaps, died December 5 in his 58th year. His wife and son, Wilton E. Drake, Jr., treasurer of the company, survive him.

Dr. John Marshall, emeritus professor of chemistry and toxicology at the University of Pennsylvania, died January 5 in Philadelphia, aged 69 years. He was an expert in industrial matters involving pure food and the toxic properties of drugs and alcohol.

Good Place for Some Folk to Make Notes Payable

In Palestine there are three Sabbaths each week, and the Government recently passed a law providing that no note shall be protested on any of these three days.—*Silent Partner*.

NEW PRICE LISTS, PUBLICATIONS, ETC.

(Continued from page 624)

LOVEJOY-SELBRO CHEMICAL CORPORATION, 21 Forrest street, Brooklyn, N. Y., sends us an artistic catalogue in colors of the numerous lines of toilet requisites which it manufactures, twenty-five pages being utilized for the purpose.

FRIES & FRIES Co., Cincinnati, have circularized the trade with information about their new specialty. They say:

"So much enthusiasm has been aroused in the trade by our new Lilac No. R 315, about which we wrote you last November 12, that we are taking the liberty of calling it to your attention again. In the attached glassine envelope is a little blotter which has been dipped in this new Lilac. Hold it under your nose—the fragrance and lasting qualities of this odor will tell you their own story.

"Our Chemical Service Department will gladly aid, without any charge, in perfecting formulae for the use of this Lilac or any other perfumers' supplies."

KRANICH & SPECIFICATION SOAP Co., 54-60 Richards street, Brooklyn, N. Y., in circulars to the trade says with reference to its new departure in manufacturing Castile soap:

"After having built up a widespread and most successful business, covering the entire country, on Castile soap, both powdered and bars, it will surprise many of our customers to learn that from this date on we intend to entirely discontinue the importation and sale of the Spanish Castile soaps, and will devote all our energies to the domestic product as manufactured at this plant.

"The question of producing in this country a grade of Castile soap equal to the finest Spanish product has been a matter of experimentation and conference for the last three years and we are now ready to supply the trade with Castile soap, in branded bars and powdered, that meets all the requirements of the United States Pharmacopoeia, and that stands up, after every conceivable test applied to it over a period of three years.

"One of the main issues that becomes settled by the domestic production of this soap, is the question of uniformity. Now this guarantee of this concern, which means, that we will absolutely guarantee every pound to be manufactured of olive oil exclusively, and to stay sweet and non-rancid without time limit of any kind.

"The trade should recognize that our attempt to establish this 'infant industry' is in their interests as well as our own. If they do not support it, the attempt will fail, and the conditions surrounding the Castile soap market will revert to the chaotic conditions formerly prevailing."

AN EXPERT DIAGNOSIS OF QUARRELS

To quarrel with a superior is silly; to wrangle with an inferior is small; to fight with an equal is very doubtful; to get angry at the one you think a great deal of is at least disquieting and sometimes dangerous, says *Silent Partner*.

A fit of anger seldom pays, and after it is all over, how well we know it. The important thing is to be able to stop the fit before it gets started.

Nine quarrels out of every ten would never start if people would only stop to ascertain whether the difference is worth contending about.

Perusal of the advertising pages is no less a real duty than scanning the text pages of this journal every month.



MONTREAL

MONTREAL, Que. January 15.—Fairly steady business is reported among the Montreal perfumery and toilet preparation dealers, but without any remarkable activity. The skiing, skating and tobogganing season is in full swing, and the market is wide open for those lines that actually do preserve the skin from the attacks of biting winds and bitter cold weather. The two evils of the winter sports season in this Province are rough skin resulting from the low temperature and sharp winds, and heavy perspiration resulting from active exercise in thick, warm woolen garments. There is a good market for articles calculated to deal with these difficulties.

One of the greatest disasters the perfumery trade in this city has suffered for a good many years occurred just before Christmas, when fire destroyed the greater part of the stock of Palmer's, Ltd., beauty parlor proprietors and manufacturers of the Minty perfumery and toilet preparations. The following day, Robert Minty, president of the company, was interviewed on the premises, where he was busy with a broom straightening out the chaos of debris which the fire had left.

"Business as usual," was his reply to a question. The stock was mostly destroyed, and it will naturally take a little effort to get ahead again, but the mechanical installation is little damaged, and as far as is humanly possible the Minty products are being manufactured and sent out without interruption. Meanwhile, every effort is being made to restore the premises as quickly as possible to their former condition. The loss from the fire was estimated at \$50,000.

Another fire loss opened the year. At St. Hyacinthe, Que., flames destroyed a building which included J. E. Collette's retail drug and perfumery store.

Canadian Industrial Alcohol, Ltd., announces that the dividend on the common stock, under the new no-par value issue, will be \$2.28 per share per annum. The president, J. B. Waddell, and all the retiring directors were re-elected.

The Dye and Chemical Co. of Canada announce that they are making rapid progress in the erection of their works at Kingston, Ont.

New incorporations in Montreal allied to the perfumery industry, include the following: Quebec Industrial Alcohol, Ltd., C. G. Each, W. J. Hyndman, Montreal; W. Siketane, Outremont, P. Q., share capital \$2,000,000 manufacture alcohol, chemicals and spirits; Canadian Aroma Products, Ltd., Arnold Wainwright, H. Biggar and D. Burley Smith, 10,000 shares of no par value, manufacture chemicals and perfumes; Amity products, Ltd., same founders, objects, and capital stock.

TORONTO

TORONTO, Ont., Jan. 15.—The last month of 1924 closed with scenes of great activity in all lines of trade. It was quite a flourish when compared with the previous month, a much greater activity being noticeable. Throughout the Dominion industry generally was more active than it has been for many months, and there is no question that this movement can be traced to its source in the high prices that have been received during the season for agricultural products. One observes that the proceeds from the realization of the field crops have been applied to a much greater degree than usual in reducing past indebtedness. In this the farmer follows the usual course and is to be congratulated upon his wisdom in again placing his feet firmly upon the ground before attempting to progress further.

Many factors in the trade in the past have despaired of the farmer ever getting on his legs again, and recognizing in part that the successful trading of the Dominion depends upon the agricultural community, they are much cheered by this return to more normal times. The production of natural resources, upon which the country's prosperity to a great extent depends, is being well maintained. The output of products from forests and mines is being especially well maintained, and what is of even greater import to the trading world, the demand gives no appearance of slackening. These are only a few signs of the prosperity which hangs just around the corner.

The estimate of the Dominion Government of the value of the total field crops in Canada in 1924 is \$948,633,400, being an increase of \$49,497,200 over the year 1923. Since this estimate was made, the price movements of all grains have shown substantial gains, so that hidden increase might be infinitely greater.

Our foreign trade, another prosperity barometer, is moving consistently in the right direction. A study of the following figures will afford those interested some idea of the tendency of imports to remain stationary or to decline while an increase and upward movement is to be noted in the figures for exports:

Totals for Eight Months ending November 1924.

	1924	1923	1922	1921
Imports	\$531,593,565	\$612,055,275	\$507,055,187	\$502,604,932
Exports	704,348,952	692,191,141	621,705,316	502,152,675

An increase of approximately forty per cent in exports during a period of four years leads one to the very natural conclusion that the internal manufacturing and productive organs of the community are in a thoroughly sound condition.

From the retailers' quarter come the first real signs of prosperity. The holiday month that has just passed has been for them a period of good business, and one and all are

agreed that everything is very satisfactory. Long visages have given place to smiling faces, and, as the stock market prices are being well held and the upward movement continues, there is no immediate cause for dissatisfaction. Let the smiles continue. It is true that a great deal of business done was purely seasonal, but those in a position to know are confident that there is hidden within the turnover of the Christmas season much that belongs to new interest entirely. One or two expressed themselves as amazed at the results, nothing nearly so good having been expected.

With the wholesalers, there is also much satisfaction. As is usual at this time of the year, many of them are busy with inventories, which should result in a replenishing of stocks. The net result will then be that the prosperity of the consumer will drift back to the producer.

This week your correspondent had the pleasure of interviewing one of the prominent men of the Dominion who has for long been associated with the manufacture and marketing of soaps. He tells a story of hard work well rewarded by continually increasing sales. When one takes note of the past few years and what they have held in the way of business for the average firm, the thought is driven home that there is an increasing market for the supplies of the toilet articles trade. Even in bad times new business can be picked up. With a return to prosperity much is expected.

BRITISH RAILWAY AIDS AMERICAN SHIPPERS

Shippers to Great Britain who, until now, have been put to great loss of time in obtaining through freight rates from America to destinations in the interior of Britain, welcome the announcement of the opening by the London, Scottish & Midland Railways of offices in the United States and Canada for the immediate dissemination of such information.

Heretofore shippers have been forced to content themselves with rates from America to one of the British seaboard ports. For, the cost of shipping merchandise to interior destinations, cabling or writing (with loss of time or money) has been necessary. Now they can obtain accurately and immediately the cost of delivery direct to their customer's door.

Closely following the expressed hopes of the British Premier, Stanley Baldwin, for closer trade relations between the two nations, this is looked upon as a great step forward in that direction.

The United States office of the L. M. S. already has been opened at No. 1 Broadway, New York City. An office in Canada will be established in the near future. Both will be in charge of Thomas A. Moffet, one of the company's freight traffic officers who recently arrived from England. These offices will be equipped with complete information as to port dues, transfer and storage charges and inland freight conveyance rates from all of the important seaports of Great Britain to the interior.

Mr. Moffet is thoroughly acquainted with the shipping needs of this country, having traveled extensively on this side of the Atlantic. He has evolved a carefully worked-out plan for reducing overheads on storage and distribution of merchandise in Great Britain which should appeal strongly to American firms trading in that country.

The London, Midland & Scottish Railways, born of the recent railroad mergers in Britain, is one of the largest railroads in the world, operating over 20,000 track-miles and backed by an issued capital of £398,000,000 sterling. It practically covers Great Britain, handles 175,000,000 tons of freight annually and has direct access from all of the great ports on the British seaboard to every part of England, Scotland, Wales and industrial Ireland.

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasizes the importance of proper patent and trade-mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we have instituted a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARKS DEPARTMENT
Perfumer Publishing Co., 14 Cliff Street, New York City.

PATENTS GRANTED IN CANADA

245,392, wax substitute, Edgar von Boyen, Magdeburg-Salbk, Germany.

245,630, appliance for permanent hair waving, Arnold Henry Bongers, London, No. 10, and Gaston Boudou, London, W. 1, England.

245,657, seal to be affixed in dry condition by a heated stamp, Villehad Henrik Forssman and Otto Kind, Cologne, Germany.

245,691, massage instrument, Dorothy Gray, New York.

245,763 and 245,764, can body making machine, American Can Co., New York City, assignee of John F. Peters, Rochester, N. Y.

245,765, can body making apparatus, American Can Co., New York City, assignee of William E. Taylor, East Orange, N. J.

245,928, container, Aridor Co., assignee of Paul S. Moyer, both of Chicago, Ill.

TRADE-MARKS REGISTERED IN CANADA

Ogilvie, hair tonics, creams, perfumes, powders, etc., Jessica Ogilvie and Elizabeth Ogilvie, trading as Ogilvie Sisters, New York, N. Y.

Cleanfecto, disinfecting compounds, antiseptic and cleaning compounds, Doctor T. A. Starkey, Montreal, Que.

Ajax, Products, Company, washing powders, dirt removers, wax, Ajax Products Co., Montreal, Que.

Washo, washing powder, P. A. Lefebvre & Co., Alexandria, Ont.

The Riveria, olive oil, Catalano & Sansone, London, Ont.

Flit, general, chemical substances, deodorants, cleansing compounds, etc., Standard Oil Co. (New Jersey), Bayonne, New Jersey.

Lumowax, polishing wax, Associated Chemical Co. of Canada, Limited, Toronto, Ont.

Whiz, Whang, Whim, fruit syrups, soda water, bottled drinks, Vess Jones, New York, N. Y.

Three Star, vermin destroyers, disinfectants and cleansing compounds, Star Chemical Co., Montreal, Que.

Portrait and signature of Lina Cavallieri, products of beauty and perfumes, Lina Cavallieri, 73 Boulevard Victor-Huga à Neuilly-sur-Seine, France.

Killarney, face clay, cold cream, hand lotion and hair tonic, Martha Rebman Kelly, trading as Killarney Laboratories, Laredo, Texas.

Hair Glo-Co, liquid preparation for imparting a glossy appearance to the hair, Normany Products Co., Los Angeles, California.

Pyrotex, toilet brushes of all kinds, the Lufrie Co., Inc., New York, N. Y.

Palmolive, soap, the Palmolive Company of Canada, Limited, Toronto, Ont.

Helpfulness at Both Ends

(Ford Chemical Co., Kansas City, Mo.)

We find THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW very helpful to us in the conduct of our business. If we can in the future serve you in any particular from our part of the country we shall be glad to co-operate with you.

TRADE MARKS



150,258

RILAVO

IKURA

202,619

REVIVICINE

203,599

LOTUS BUD

203,592

SACRED GIBBS

203,401 1919,353

WINTER GARDEN

204,336

Nogene

205,412

MILCREAM

204,789

Luminiere

206,245

OCELLANTAE

205,403

Lactopa

205,189

SAMSOLINE

183,246

NATICK

204,522

WILEY'S DR

187,095

Minute Man

204,458

PERFUMETTE

203,661

KLORENZ

203,632

"LOOK-OUT"

203,992

Vaniti-Bank

203,103

DE-HY-DRO

204,917

VIOLET

204,988

BATH

1919,354

JOLI SOIR

205,686

LEMON GRUMBLES

204,715

Skin-Health

173,430

CHICK-CHICK

187,732

WILEY'S DR

187,095

Minute Man

204,458

GLOVER'S

204,659

ALPHABETOL

204,988

PARFUM X

204,473

BIG JACK

203,662

KOLOSUDS

203,497

DAINTY-MAID

184,431

ALOLA

187,196

CREME MOUSON

1919,353

LA MIGLIORE

1919,353

LUSTRE SOAP

1919,353

HEAD CHAP

204,642

OLLIWOGG

204,039

California's

1919,353

FORVIL

204,435 204,616

VENDOME

204,939

LARGO

204,611

CHANEL

203,469

SUPER-CLEAN

204,727

OLD SECRETS

203,975

NEW DISCOVERIES

204,702

OCRE ROSEE

1919,318

Temple d'Amour

204,731

Anchor Top

1919,353

LAGUNA

204,917

"Hermes"

204,169

ODOR-NO-MOR

204,022

UNITAL

204,514

NURA

204,562

JOLI SOIR

205,687

Happy Day

205,527

SHARO

205,078

Complexionette

204,702

REGINA

DeLaROSE

203,733

HAIR TRAINER

202,172

CORAL-ROSE

1919,353

VARKENA

204,515

LA PERLE NOIRE

204,947

LOUVRE

205,760

DANS LA NUIT

1919,353

DIF

204,227

Lacrima Allen

205,699

POURGRANATE

206,670

Omega Soap

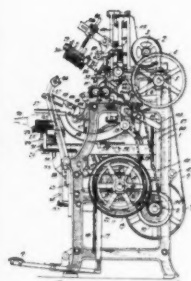
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Damascanti

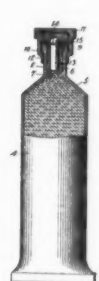
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1919,353

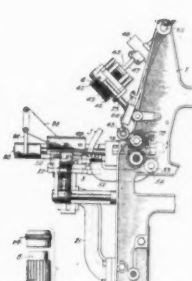
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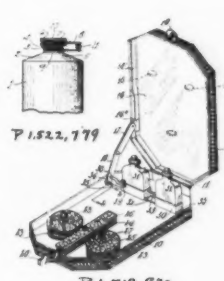
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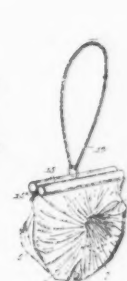
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P 1,519,873



P 1,522,453



P 1,520,250



P 1,522,312



P 1,522,028



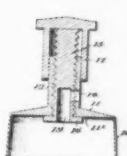
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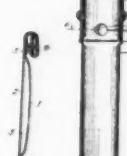
P 1,520,036



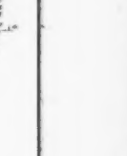
P 1,521,072



P 1,521,962



P 1,522,435



P 1,519,594

PATENTS

OUR PATENT AND TRADE MARK BUREAU

This department is conducted under the general supervision of a very competent patent and trade-mark attorney. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soap, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the act of March 19, 1920. The remainder are those applied for under the Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "P."

Designs patented are designated by the letter "D."

All inquiries relating to patents, trade-marks, labels, copyrights, etc., should be addressed to

PATENT AND TRADE-MARKS DEPARTMENT

Perfumer Publishing Co., 14 Cliff Street, New York City.

TRADE-MARK REGISTRATIONS APPLIED FOR
(Act of Feb. 20, 1905.)

150,238.—Lawrence A. Kessler, Cedar Rapids, Iowa. (Filed July 11, 1921. Used since May 15, 1921.)—Tooth Powder.

173,430.—A. J. Krank Manufacturing Co., St. Paul Minn. (Filed Dec. 16, 1922. Used since Nov. 23, 1922.)—Face Powder, Toilet Cream, Cold Cream, Astringent Preparation for Sun and Wind Burn, Preparation for Sore Feet, Preparation for Hay Fever and Cold, and Flesh Reducer.

174,708.—Sarah L. Simmons, St. Louis, Mo. (Filed Jan. 17, 1923. Used since June 20, 1919.)—Hair Grower.

182,286.—Hugh Arnott, Akron, Ohio. (Filed June 21, 1923. Used since 1902.)—Hair Tonics, Hair Creams, and Toilet Waters.

184,431.—Allied Fruit & Extract Co., New York, N. Y. (Filed Aug. 14, 1923. Used since July 16, 1923.)—Food-Flavoring Extracts.

187,294.—Albert F. Bridges & Co., Inc., Chicago, Ill. (Filed Oct. 22, 1923. Used since June 1, 1923.)—Food-Flavoring Extracts.

187,752.—Lionel Trading Co., Inc., New York, N. Y. (Filed Oct. 31, 1923. Used since Feb. 1, 1923.)—Perfume.

189,085.—The Wiley Dandruff Remover Co., doing business as The Wiley D. R. Co., Toledo, Ohio. (Filed Nov. 30, 1923. Used since Oct. 1904.)—Liquid Preparations for Shampoo and Massage and Treatment of the Scalp, Hair, and Face and For Toilet Waters.

191,982.—Rilavo Corporation, Worcester, Mass. (Filed Feb. 7, 1924. Used since Jan. 2, 1924.)—Scents or Perfumes.

193,119.—Parfumerie Roger & Gallet, Paris, France. (Filed Mar. 1, 1924. Used since April, 1922.)—Pastes and Powders for Beautifying and Preserving the Teeth, Skin, and Hair, and Perfumery.

193,382.—A. Bourjois & Co., Inc., New York, N. Y. (Filed Mar. 7, 1924. Used since Sept. 1, 1923.)—Toilet Preparations.

196,978.—Societe Worth, Paris, France, assignor to Franklin Simon & Co., New York, N. Y., a Corporation of New York. (Filed May 13, 1924. Used since Dec. 3, 1920.)—Soaps.

196,984.—Societe Worth, Paris, France, assignor to Franklin Simon & Co., New York, N. Y., a Corporation of New York. (Filed May 13, 1924. Used since Jan. 13, 1923.)—Soaps.

197,357.—The Big 4 Mfg. Co., Spokane, Wash. (Filed May 21, 1924. Used since May 13, 1924.)—Face Cream.

197,577.—American Druggists Syndicate, Long Island City, N. Y. (Filed May 26, 1924. Used since May 15, 1924.)—Perfumes, Toilet Waters, Face Cream, Rouge, Lip Sticks, Powders and Compacts.

200,917.—Welch, Holme & Clark Company, Newark, N. J., and New York, N. Y. (Filed Aug. 2, 1924. Used since June 1, 1889.)—Palm Oil for Use in Manufacturing Soap.

201,097.—The Owl Drug Company, San Francisco, Calif. (Filed Aug. 7, 1924. Used since Sept. 2, 1899.)—Coconut-

Oil Shampoo, Saponaceous Antiseptic for Teeth, Hair Tonic, Toilet Water, Sandalwood Oil, Complexion Cream, Hairdressing and Bandoline, Hair Coloring, Bay Rum, Dental Cream, Benzoin Cream, Nail Bleach, Skin Cream, Borated Bay Rum, Cold Cream, Foot Powder, Talcum Powder, Antiseptic Astringent, Antiseptic Powder, a Semi-medicinal Semi-toilet Preparation Intended for Use in Eradicating Dandruff and Parasitic Scalp Ailments, Perfume and Perfumed Toilet Water, Restfoot Powder and a Preparation designed for the purpose and Use of a Mouth Wash and Tooth Wash.

201,670.—Mae McClure, New York, N. Y. (Filed Aug. 20, 1924. Used since Apr. 1, 1924.)—Toilet Goods Consisting of Cleansing Cream, Astringent Lotion, and Tissue Cream.

201,717.—Jennie S. Riggs, doing business as E. T. S. Company, Seattle, Wash. (Filed Aug. 21, 1924. Used since July 1, 1924.)—Soap.

201,751.—Richard Hudnut, New York, N. Y. (Filed Aug. 22, 1924. Used since Dec. 22, 1923.)—Skin and Tissue Cream, Talc, Face Powder, Bath Salts, Sachet, Tooth Powder, Almond Meal, Toilet Water, Headache Cologne, Smelling Salts, Cold Cream, Tooth Paste, Perfume, Lip Sticks, Bath Powder, Toilet Cerate, and Vanishing Cream.

202,272.—Isaac L. Flory, doing business as E. A. K. Chemical Company, Va. (Filed Sept. 5, 1924. Used since Mar. 1, 1924.)—Toilet Preparation for the Hair.

202,570.—Wa-Pa Chemical Company, Marinette, Wis. (Filed Sept. 12, 1924. Used since June 1, 1924.)—Hand Cleaner.

202,618.—Maud M. Fairbanks, Worcester, Mass. (Filed Sept. 15, 1924. Used since 1908.)—Soap.

203,108.—Lucille Buhl Vanity Products, Inc., New York, N. Y. (Filed Sept. 27, 1924. Used since Sept. 4, 1924.)—Cosmetic Cases.

203,399.—Sigve Morrison Berg, doing business as Revivine Laboratories, Chicago, Ill. (Filed Oct. 4, 1924. Used since Jan. 1, 1924.)—Preparations for the Hair and Scalp, Comprising a Liquid Tonic and Pomade.

203,401.—Marshall Field Company, Chicago, Ill. (Filed Oct. 6, 1924. Used since Apr. 24, 1914.)—Preparation Used in Curling and Waving Hair.

203,462.—Fitzpatrick Brothers, Chicago, Ill. (Filed Oct. 6, 1924. Used since June 1921.)—Soap.

203,582.—Lotus Bud Company, Inc., New York, N. Y. (Filed Oct. 8, 1924. Used since July 15, 1924.)—Shampoos in Powder, Paste, and Liquid Form; Hair Tonic, Waving and Curling Lotions for the Hair, Cold Cream, Vanishing Cream, Massage Cream, and Face Powder.

203,632.—The Kloro Klenz Co., Chicago, Ill. (Filed Oct. 9, 1924. Used since August 1924.)—Sanitary Cleaning Compounds.

203,661.—A. J. & K. Co., Inc., New York, N. Y. (Filed Oct. 10, 1924. Used since Sept. 24, 1924.)—Perfumery Atomizers.

203,733.—The Regina De La Rose Company, Minneapolis, Minn. (Filed Oct. 11, 1924. Used since July 18, 1924.)—Hair Restorer and Dandruff Remover.

203,875.—M. Daniels & Jett, Gary, Ind. (Filed Oct. 15, 1924. Used since Oct. 1, 1924.)—Soap.

203,877.—Eneglotaria Medicine Co., Inc., New York, N. Y. (Filed Oct. 15, 1924. Used since June 25, 1923.)—Bay Rum.

203,992.—Adam Wienand, Jr., doing business as Sanitary Products Company, Pittsburgh, Pa. (Filed Oct. 16, 1924. Used since Oct. 1, 1924.)—Cleaning Compound.

204,022.—William C. Fitz Gibbon, doing business as Odor-No-Mor Company, Washington, D. C. (Filed Oct. 17, 1924. Used since Aug. 1, 1923.)—Deodorant Toilet Powder.

204,038.—Lionel Trading Co., Inc., New York, N. Y. (Filed Oct. 17, 1924. Used since 1919.)—Perfumes, Toilet Waters, Face Lotions, Face Creams, Face Powders, Rouges, and Lip Sticks.

204,140.—Earnest G. Brookman, doing business as Brookhill Products Co., Los Angeles, Calif. (Filed Oct. 20, 1924. Used since June 2, 1924.)—Sunburn Cream, Facial Cream Tooth Powder and Tooth Paste.

204,168, 204,169.—Hermes Chemical Corp., Dover, Del., and Los Angeles, Calif. (Filed Oct. 20, 1924. Used since July 1920.)—Toilet Preparations and Dermatological Preparations, in Particular: Face Cream Massage Cream, Shampoo Cream, Hair Tonic, Liquid and Solid Bandoline, Face Lotion, Toilet Powder, Talcum Powder, Face Powder, Tooth Powder, Tooth Paste, Perfume Textracts, Toilet Water, Incense, Sachet Powder, Nail Polish, Cuticle Remover, Rouge, and Lip Stick.

204,172.—Jennings Sherry Co., Inc., Los Angeles, Calif. (Filed Oct. 20, 1924. Used since Aug. 19, 1924.)—Shampoo.

204,199.—Sacmia Products Co., Los Angeles, Calif. (Filed Oct. 20, 1924. Used since Oct. 1, 1923.)—Skin Lotions.

204,211.—Herbert C. Warden, Los Angeles, Calif. (Filed Oct. 20, 1924. Used since Aug. 2, 1924.)—Dermatological Preparation, in Particular Astringent Crème, Bleaching Crème, Cleansing Crème, Foundation Crème, Make-up Crème, Massage Crème, Theatrical Crème, Tissue Crème, Face Powder, Talcum Powder, Theatrical Powder, Toilet Powder, Hair Tonic, and Hair Lotion.

204,224.—Arthur K. Deutsch, Rochester, N. Y. (Filed Oct. 21, 1924. Used since Aug. 1, 1924.)—Perfumery.

204,227.—Dif Corporation, Brooklyn, N. Y. (Filed Oct. 21, 1924. Used since Sept. 22, 1924.)—Chemical Compound to be Used in Association with Water for Cleaning Glassware and for Laundry Work.

204,233.—Inecto, Inc., New York, N. Y. (Filed Oct. 21, 1924. Used since Sept. 1919.)—Hair Dye.

204,313.—James Gentile, doing business as Varkena Easy Wash Company, Bellaire, Ohio. (Filed Oct. 23, 1924. Used since May 1, 1924.)—Clothes Washing Fluid.

204,336.—T. & O., New York, N. Y. (Filed Oct. 23, 1924. Used since July 1, 1923.)—Face Cream, Liquid Toilet Powder, Compact Powders, and Rouges.

204,362.—Geo. H. W. Fry, Atlanta, Ga. (Filed Oct. 24, 1924. Used since June 14, 1924.)—Soap.

204,365.—Lincoln Coffee & Spice Mills, Lincoln, Nebr. (Filed Oct. 24, 1924. Used since Sept. 2, 1924.)—Extract for Food-Flavoring Purposes.

204,403.—The J. & W. Chemical Co., Malden, Mass. (Filed Oct. 25, 1924. Used since July 1, 1924.)—Hair Restorer.

204,414.—Kimball Brothers & Company, Inc., Enosburg Falls, Vt. (Filed Oct. 25, 1924. Used since Dec. 1, 1923.)—Hair Dressing and Combing Preparation.

204,458.—James S. Kirk & Company, Chicago, Ill. (Filed Oct. 27, 1924. Used since Oct. 1, 1924.)—Shaving Soap.

204,471.—Ogilvie Sisters, New York, N. Y. (Filed Oct. 27, 1924. Used since Mar. 1, 1920.)—Tonic for Dry Hair, Cleansing Cream, Henna Powder, Ointment for Treating Irritation of the Scalp or Skin, Tonic for Oily Hair, Tonic for Whitening Gray Hair, Lemon Lotion, Freckle Lotion, Blackhead Lotion, Wave Lotion for Treating the Hair, Cuticle Cream, Face Cream. Deodorants, Brilliantine, Scalp Pomade, Liquid Powder, Henna Shampoo Powder, Hand Cream, Facial Astringent, Special Remedy for Dandruff and Falling Hair.

204,472.—Marcel J. Raffy, doing business as Raffy, New York, N. Y. (Filed Oct. 27, 1924. Used since Oct. 14, 1924.)—Face Powders, Face Creams, Perfumes, Toilet Water, Rouges, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, and Sachet Powders.

204,514.—H. Kohnstamm & Co., Inc., New York, N. Y. (Filed Oct. 28, 1924. Used since Aug. 16, 1924.)—Powdered Soap for Laundry and Textile Purposes.

204,522.—John H. Shivers, doing business as Natick Drug Store, Los Angeles, Calif. (Filed Oct. 28, 1924. Under 10 year proviso. Used since 1888.)—Eucalyptol Cream, Complexion Lotion, Hair Tonic and Dandruff Remedy.

204,611.—Larkin Co., Inc., Buffalo, N. Y. (Filed Oct. 30, 1924. Used since Nov. 8, 1921.)—Soap, Particularly in Powdered and Flake Form.

204,635.—Societe Anonyme Les Dentifrices du Docteur Pierre, Nanterre, France. (Filed Oct. 30, 1924. Used since Dec. 15, 1923.)—Soap.

204,636.—Societe Anonyme Les Dentifrices du Docteur Pierre, Nanterre, France. (Filed Oct. 30, 1924. Used since Dec. 15, 1923.)—Perfumes, Toilet Water, Eau de

Cologne, Face Powder, Talcum Powder, Compacts, Lotion for the Skin, Face Cream, Rouges, and Dentifrices.

204,642.—E. A. Vaughan Company, St. Paul Minn. (Filed Oct. 30, 1924. Used since May 1924.)—Hand Lotion.

204,659.—H. Clay Glover Co., Inc., New York, N. Y. (Filed Oct. 31, 1924. Under section 5b, act of 1905, as amended 1920. Used since 1887.)—Soap.

204,702.—Colgate & Company, Jersey City, N. J. (Filed Nov. 1, 1924. Used since Oct. 24, 1924.)—Face Powder and Rouge in Compact Form.

204,727.—John Spada, doing business as Superclean Laboratory, Brooklyn, N. Y. (Filed Nov. 1, 1924. Used since Oct. 25, 1924.)—Tooth Paste.

204,789.—Max Robins, doing business as Maxime Drug Co., Chicago, Ill. (Filed Nov. 3, 1924. Used since Oct. 16, 1923.)—Cold Cream.

204,888.—Edward T. Beiser Company, Inc., Riverside, Conn. (Filed Nov. 6, 1924. Used since Nov. 3, 1924.)—Perfumes, Essential Oils, and Odoriferous Chemical Compounds Suitable for the Production of Perfumes, Natural and Synthetic.

204,917.—Alois Maier, doing business as De-Hy-Dro Sales Co., Los Angeles, Calif. (Filed Nov. 6, 1924. Used since Oct. 15, 1924.)—Perfumes, Face Powders, Face Creams, Toilet Waters, Hair Tonic, Hair Oils, Hair Removers, Dentifrices, Tooth Powders, Rouges, Nail Polishes, Deodorizing Preparations, Sachet Powders, and Talcum Powders.

204,937.—Societe Anonyme Les Dentifrices du Docteur Pierre, Nanterre, France. (Filed Nov. 6, 1924. Used since Dec. 8, 1922.)—Perfumes, Toilet Water, Eau de Cologne, Face Powder, Talcum Powder, Compacts, Lotion for the Skin, Face Cream, Rouges and Dentifrices.

204,967.—Karlsruher Parfumerie-und Toiletseifen-Fabrik F. Wolff & Sohn, Gesellschaft Mit Beschränkter Haftung, Karlsruhe, Baden, Germany. (Filed Nov. 7, 1924. Used since 1904.)—Toilet Preparations.

204,889.—Geo. Borgfeldt & Co., New York, N. Y. (Filed Nov. 6, 1924. Used since July 15, 1916.)—Toilet Preparations—Namely, Perfume, Toilet Water, Talcum Powder, Face Powder, Compact Rouge, Eyebrow Pencil, Lip Stick, and Nail Enamel.

204,980.—Thomas D. Shea, doing business as The Re-ax Co., Detroit, Mich. (Filed Nov. 7, 1924. Used since Oct. 10, 1923.)—Tooth Paste.

205,150.—L. A. Collins & Company, Inc., Long Beach, Calif. (Filed Nov. 12, 1924. Used since Aug. 1, 1924.)—Tooth Paste.

205,403.—The Excellantae Laboratories, Inc., Denver, Colo. (Filed Nov. 17, 1924. Used since June 14, 1924.)—Face Massage Cream and Skin Cleaner.

205,412.—The Hall Van Gorder Company, Cleveland, Ohio. (Filed Nov. 17, 1924. Used since June, 1914.)—Tooth Paste.

205,468, 205,469.—Chanel Inc., New York, N. Y. (Filed Nov. 18, 1924. Used since Jan. 1, 1920.)—Toilet Preparations—viz, Face Powder, Perfume, Eau de Cologne, Toilet Water, Lip Stick, and Rouge.

205,527.—J. T. Greathouse, Vernon, Tex. (Filed Nov. 19, 1924. Used since Sept. 15, 1922.)—Pulverized Soap and Soap Powder.

205,545.—The Omega Chemical Company, New York, N. Y. (Filed Nov. 19, 1924. Used since Nov. 3, 1924.)—Soap.

205,575.—Vi-Vola Laboratories, doing business as The Sharo Co., New York, N. Y. (Filed Nov. 19, 1924. Used since Nov. 1924.)—Depilatories.

205,653.—The O'Pal Manufacturing Company, Chicago, Ill. (Filed Nov. 21, 1924. Used since Jan. 1, 1920.)—Toilet Creams, Toilet Powders, Perfumes, Vanishing Cream, Renovating Cream, Talcum Powder, Rouge, Eyebrow Pencil, Salve for Relief of Tetter and Eczema, and Hair Preparation—Namely, Dressing Cream, Hair Grower and Restorer, Hair Grower, Shampoo, Hair Tonic, Hair-Smoothing Oil, Hairdressing, and Temple Grower.

205,686.—Cheramy, Inc., New York, N. Y. (Filed Nov. 22, 1924. Used since Oct. 1, 1924.)—Perfume, Toilet Water, Vegetal, Eau de Cologne, Sachet, Dusting Powder, Talcum Powder, Face Powder, Compacts, Brilliantine, Bath Salts, and Cold Cream.

205,687.—Cheramy, Inc., New York, N. Y. (Filed Nov. 22, 1924. Used since Oct. 1, 1924.)—Soaps.

205,689.—Carlos J. Diaz, doing business as Les Parfums Des Courtisanes, New York, N. Y. (Filed Nov. 22, 1924. Used since Oct. 10, 1923.)—Antiseptic Cleanser for the Toilet, Compounds for Cleaning the Hands and the Like, Shaving Cream, Shaving Sticks, Shaving Powder, Outfit Packages Containing Soap and Towel; Powder for Bathing, Washing, and Cleaning Purposes; Laundry Soaps, Soap Flakes, Hand Soap, Toilet Soap, Soap Paste, Washing Tablets, and Shampoo Soaps.

205,699.—H. Kohnstamm & Co., Inc., New York, N. Y. (Filed Nov. 22, 1924. Used since Aug. 1, 1924.)—Soap.

205,760.—Benno Jankel, New York, N. Y. (Filed Nov. 24, 1924. Used since Nov. 21, 1924.)—Face Powders, Face Creams, Face Packs, Perfumes, Toilet Waters, Rouges, Lip Sticks, Hair Tonics, Hair Oils, Dentifrices, Tooth Powder, Nail Polishes, Deodorizing Preparations, and Sachet Powders.

205,935.—J. A. Marceau, Inc., New York, N. Y. (Filed Nov. 28, 1924. Used since May 12, 1924.)—Face Powders, Face Creams, Face Packs, Toilet Waters, Rouges, Perfumes, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, and Sachet Powders.

206,245.—La Flamme Company, Detroit, Mich. (Filed Dec. 4, 1924. Used since Sept. 17, 1924.)—Rouge, Face Powder, and Face Cream.

TRADE-MARK REGISTRATIONS GRANTED (Act of Mar. 19, 1920.)

These registrations are not subject to opposition.

193,118.—Coty, Inc., Wilmington, Del., and New York, N. Y. (Filed Oct. 18, 1924. Serial No. 204,089. Used since Sept. 15, 1923.)—Lip Sticks, Rouges and Face Powder.

193,128.—J. G. Mouson & Co., Frankfurt-on-the-Main, Germany. (Filed Aug. 20, 1923. Serial No. 184,742. Used since Oct. 31, 1923.)—Face Powder and Face Cream.

193,129.—Benz Toilet Products, Inc., Syracuse, N. Y. (Filed Aug. 31, 1923. Serial No. 185,199. Used since May 31, 1923.)—Talcum Powders, Face Powders, Face Creams, Compacts, Lip Sticks, Rouges, Toilet Waters, and Perfumes.

193,132.—D. & W. Gibbs, Limited, London, England. (Filed Apr. 24, 1924. Serial No. 196,055. Used since 1914.)—Toilet Creams, Toilet Powders, Shampoo Powders, Dentifrices, and Preparations for the Hair.

193,862.—The J. B. Williams Company, Glastonbury, Conn. (Filed Sept. 28, 1923. Serial No. 186,340. Used since Sept. 12, 1923.)—Talc Powder.

193,867.—The Lustre Chemical Company, Cleveland, Ohio. (Filed August 7, 1922. Serial No. 167,880. Used since Jan. 30, 1922.)—Soap.

193,873.—Jennings Sherry Co., Inc., Los Angeles, Calif. (Filed Apr. 25, 1924. Serial No. 196,119. Used since Jan. 15, 1923.)—Cleansers, Toilet and Laundry Soap—Namely, Cocoa Almond Soap, Lemon Soap, Lemon-Oil Soap, Automobile Soap, Green-Oil Soap, Metal Polish, Transparent Soap, and Shampoo in Soap-Like Form.

193,884.—Otis Clapp & Son, Inc., Boston, Mass. (Filed Aug. 2, 1924. Serial No. 200,862. Used since Jan. 1, 1916.)—Perfumer Alcohol for External Use Only.

DESIGNS PATENTED

66,419.—Vanity Case. Simon A. Jaroslawski-Fioret, New York, N. Y., assignor to Fioret, Inc., New York, N. Y., a Corporation of New York. Filed Oct. 23, 1924. Serial No. 11,162. Term of patent 14 years.

PATENTS GRANTED

1,517,621.—Labeling Machine. Edward Ermold, New York, N. Y. Filed May 6, 1924. Serial No. 711,329. 14 Claims. (Cl. 216-54.)

1. A labeling machine comprising in combination a rest adapted to support an article to be labeled, a plurality of label boxes arranged above said rest, pickers, means for moving said pickers from said label boxes to the article to

be labeled on said rest, and means for reciprocating said label boxes to alternately present one of said label boxes to the action of said pickers on each reciprocation of the pickers.

1,519,514.—Vanity Case. Frank M. Stevens, Des Moines, Iowa, assignor to The Armand Company, Des Moines, Iowa. Filed July 9, 1923. Serial No. 650,286. 3 Claims. (Cl. 221-64.)

3. A vanity case comprising a pair of tubular members fitted together for forming a container, one of said members being formed with an inwardly opening annular groove, a tongue formed on the other of said members adapted to extend into said groove for preventing the separation of said members, a flat offset outwardly extending portion on said tongue arranged to frictionally engage the inner surface of one of said members above the groove therein for holding the members against accidental rotation relative to each other.

1,519,873. Portable Hanging Vanity Case. Pasquale Mosonillo, Brooklyn, N. Y. Filed Dec. 12, 1923. Serial No. 680,079. 4 Claims. (Cl. 45-135.)

1. A vanity case comprising a body member, a cover hinged thereto, a receptacle for a liquid hinged to said body member, a pair of collapsible links connecting the cover and body member and limiting the opening movement of the cover, and means adapted for operation by said links to angularly adjust the said receptacle upon the said body member when the cover is swung on the latter.

1,520,036.—Toilet-Powder Receptacle. Jennie A. Sweaf, New York, N. Y. Filed Sept. 17, 1921. Serial No. 501,318. 6 Claims. (Cl. 221-64.)

6. A receptacle having a hollow body portion, three plates respectively having uniformly distributed perforations disposed in close face to face relationship within said hollow body portion, central pivotal means for rotatively mounting the intermediate and the lowermost of said three perforated plates, said intermediate and said lowermost plates being respectively provided with slots extending eccentrically to said central pivotal means, resilient means normally holding the intermediate plate whereby its perforations are out of register with the perforations of the uppermost plate and also out of register with the perforations of the lowermost plate and a stem extending exteriorly of said hollow body portion and having an interior projection extending into said slots for moving the intermediate plate and the lowermost plate to firstly effect registry of the perforations of the intermediate plate with the perforations of the uppermost plate while out of register with the perforations of the lowermost plate and for subsequently effecting registry of the perforations of the intermediate plate with the perforations of the lowermost plate while out of register with the perforations of the uppermost plate.

1,520,250.—Removable Cap for Containers. Duncan MacMillan Kerr, Palmerton, Pa. Filed Nov. 20, 1920. Serial No. 425,305. 3 Claims. (Cl. 221-60.)

1. The combination with a container having an annular head of a torus formation, of a cap having an internally formed annular spring pocket near its edge, and a spring therein adapted to snap over the beaded end of the container when the cap is placed in position or removed.

1,520,430.—Lip-Stick Holder. Arthur H. Noble, Pawtucket, R. I., assignor to Theodore W. Foster & Bro. Company, Providence, R. I. Filed Jan. 15, 1924. Serial No. 686,270. 9 Claims. (Cl. 206-56.)

1. In a lip-stick holder, a fluted body, a pair of lining sleeves in the body having their inner ends abutting and their outer ends projecting beyond the adjacent body ends, the projecting end of the sleeve at one end of the body having spring fingers with beads thereon, a slitted lip stick holding sleeve frictionally engaged with and slidable in the lining and having teats struck out therefrom and arranged in spiral relation, a feed screw engaging the lip-stick and said teats, and a cap rigidly secured to the outer end of the screw and having a grooved rim engaged over said beads.

1,520,876.—Powder Puff. Hortense Lichtentag, New York, N. Y.; Ruth Paskin, administratrix of said Hortense Lichtentag, deceased, assignor to herself and Louis Paskin,

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a Copartnership doing business as Paris Laboratories, New York, N. Y. Filed Mar. 31, 1923. Serial No. 628,958. 10 Claims. (Cl. 132-78.5.)

10. A magazine powder puff comprising an outer container of pervious material, and air-discharging means in the form of a disk of rubber sponge within the same.

1,521,072.—Vanity Box. Charles A. Buerk, Chicago, Ill. Filed Feb. 5, 1923. Serial No. 616,980. 1 Claim. (Cl. 132-83.)

A vanity box comprising opposed and hingedly connected cover sections of the same diameter slightly separated one from another, a compact of powder and a powder puff disposed in one of said sections, a compact of rouge and a rouge puff disposed in the other of said sections, a split ring member intermediate and frictionally engaging the internal walls of said cover sections when the vanity box is closed, said ring member having an enlarged central portion engaging the edges of said cover members to arrest inward movement thereof, and a two-faced mirror disposed in said ring member at its enlarged portion, said mirror and the enlarged portion of said ring member having corresponding cut out portions adjacent the hinge intermediate said cover sections whereby to arrest rotation of said ring and mirror, said ring member being adapted to be lifted out of said box with said mirror when desired but otherwise to remain firmly seated and held against rotative displacement in either of said cover sections as the other cover section is lifted.

1,521,546.—Collapsible Tube. David K. Kuskin, New York, N. Y. Filed Jan. 28, 1924. Serial No. 689,112. 3 Claims. (Cl. 221-60.)

1. In a container, a collapsible body portion having a neck at one end provided with a valve seat at its inner end and an annular groove adjacent its outer end, a valve in said neck having a flexible flange the periphery of which is engageable in said groove, and a closure cap movable longitudinally of said neck to engage said cap with said valve to flex the same so as to cause it to engage said valve seat to close communication between said body portion and neck.

1,521,662.—Labeling Machine. Harry J. Williams, Brooklyn, N. Y., assignor to Edward Ernold Co., New York, N. Y., a Corporation of New York. Filed June 21, 1924. Serial No. 721,406. 6 Claims. (Cl. 216-54.)

1. A labeling machine comprising in combination a rest for holding articles to be labeled, a label box, pickers spaced apart for removing labels from said label box to articles to be labeled on said rest, supplemental picker means, means for hinging said supplemental picker means to the adjacent sides of said pickers to close the space between the pickers and means for independently opening and closing said supplemental picker means.

1,521,962.—Collapsible Container. Frank M. McCormack, Oswego, N. Y. Filed Dec. 12, 1923. Serial No. 680,201. 11 Claims. (Cl. 221-60.)

1. In a dispensing container, a tubular discharge neck internally screw threaded and formed with a transverse discharge port therethrough, an externally threaded plug, rotatably mounted in said neck and extending into the container, a slip cap carried by and movable with said plug and extending over and surrounding said neck, the said cap covering said neck and transverse discharge port with the plug moved inwardly in the neck and exposing said discharge port with the plug moved outwardly in the neck.

1,522,025.—Production of Teteryl and Ethyl Teteryl. Thomas Joseph Nolan and Henry William Clapham, Stevenson, Scotland, assignors, by mesne assignments, to E. I. du Pont de Nemours and Company, a Corporation of Delaware. Filed Dec. 24, 1923. Serial No. 682,543. 5 Claims. (Cl. 260-142.)

1. The process which consists in the nitration in the presence of sulphuric acid of an alkyl-phenyl-nitrosamine.
1,522,028.—Container for Powders. Cecil O. Phillips, New York, N. Y.; Elizabeth L. Phillips executrix of said Cecil O. Phillips, deceased. Filed June 6, 1922. Serial No. 566,381. 3 Claims. (Cl. 221-62.)

1. In a composite container for powders and the like, an outer casing adapted to receive a refill carton having

one end thereof perforable, said outer casing having one end thereof removable, and having an opening for the escape of the material within the refill carton, and an angular cage-like perforating member for perforating the carton adjacent said opening.

1,522,176.—Cosmetic and Process of Producing the same. George Washington Carver, Tuskegee, Ala. Filed Sept. 17, 1923. Serial No. 663,302. 11 Claims. (Cl. 167-9.)

1. The process of producing a cosmetic which comprises reducing peanuts to a finely divided condition, diluting the product with water reducing the mass to a consistency of thick cream and adding a preservative thereto.

7. The process of producing a cosmetic which comprises reducing peanuts to a finely divided condition, diluting with water, straining, evaporating until oil appears upon the surface, adding peanut oil, stirring a clay toilet powder into the mixture, adding a preservative and a perfume and macerating the resulting product until smooth.

8. A cosmetic comprising a homogeneous creamy paste of peanuts and water.

11. A cosmetic comprising ground and cooked peanuts, peanut oil, finely divided clay, a preservative and a perfume.

1,522,312.—Vanity Case. Charles Lionel Marcus, New York, N. Y. Filed May 21, 1923. Serial No. 640,296. 6 Claims. (Cl. 132-83.)

4. In a vanity case, a rectangular container, a cover for said container in combination with a guard member disposed and fitted to occupy the entire container, said guard member having a triangular shaped opening of substantially half the container space, two sides of the triangular opening extending parallel to two adjacent sides of the container and a circular opening in the adjacent portion of said member, said openings being adapted to hold cosmetics.

1,522,410.—Dentrifice. Maurice M. Bluhm and Herman Theaman, New York, N. Y. Filed Mar. 5, 1924. Serial No. 696,949. 7 Claims. (Cl. 167-9.)

1. A dentrifice consisting of a structural pulverized, vegetable fiber and a fruit pulp.

7. A dentrifice consisting of a structural pulverized wood fiber, a fruit acid, a fruit flavor, glycerine and a preservative against fermentation of the paste itself.

1,522,435.—Powder Puff. Leonard Friedberg, New York, N. Y. Filed June 20, 1924. Serial No. 721,302. 2 Claims. (Cl. 132-78.5.)

1. A powder puff, which comprises spaced layers of material connected together along their peripheral edges, an integral flap extension on each layer, said flap extensions connected together along their peripheral edges except at one end where an opening is formed, one of said layers being formed of material through which powder inserted between the layers will sift, the flap portions adapted to roll on themselves to close the opening, and means for maintaining the flaps in their rolled position whereby they serve as a grip for the hand of the person using the puff.

1,522,453.—Vanity Case. Beulah L. Henry, New York, N. Y., assignor of one-fourth to Edward B. Twombly, Summit, N. J. Filed Mar. 29, 1923. Serial No. 628,671. 7 Claims. (Cl. 132-83.)

5. A vanity case comprising a receptacle formed of flexible non-metallic material and provided with an expansible opening, an applicator freely adjustable through the opening to be positioned in the receptacle, a manipulating portion formed on the applicator and extending through said opening at one side of the receptacle, and a portion of said material brought together to form a tube for the reception of a toilet article.

1,522,779.—Container. Isaac H. Hellman, St. Louis, Mo. Filed Jan. 14, 1924. Serial No. 686,073. 1 Claim (Cl. 221-60.)

A container comprising a receptacle having an outlet neck, a removable stopper cap for engagement with said outlet neck, and a spring device comprising a portion connected to said outlet neck, a portion connected to said stopper cap, and a coil spring connecting said portions, said coil spring

being horizontally disposed relatively to the stopper cap and the outlet neck and under tension when the stopper cap engages the outlet neck whereby said stopper cap is resiliently urged away from the outlet neck when disengaged therefrom.

1,522,846.—Manufacture of Transparent Soap. Jicknam Tseng, London, England. Filed June 23, 1921. Serial No. 479,958. 13 Claims. (Cl. 87—16.)

10. A process of making transparent soap comprising the melting at 65° C. of a mixture of 35 parts of coconut oil, 15 parts of cotton seed or castor oil, 30 to 35 parts of edible tallow and 15 to 20 parts of water white rosin; straining the same; adding a solution of 1.5 parts of caustic potash and 14.5 parts of caustic soda to 30 parts of water and 60 parts of 95% alcohol thereto with intermittent stirring; heating the mixture for 8 hours at a constant temperature of 80° C.; shutting off the heat and allowing the resinous soap to stand for about 14 hours, reheating and stirring the soap to 65° C. until wholly melted, adding 10 to 15 parts of a strong 40 volume solution of hydrogen peroxide; reducing the temperature to and maintaining it at 60° C. for one and a half hours with intermittent stirring until the color of the soap assumes a pale amber shade, raising the temperature to 90° C. to distil off excess alcohol; shutting off the heat and running the soap into a frame.

1,523,074.—Method for Making a Neutral Soap. Johanna Kirchfeld, Munich, Germany. Filed Apr. 10, 1924. Serial No. 705,435. 1 Claim. (Cl. 87—16.)

The method of making a neutral soap which consists in heating decomposed albumens with an excess of alkali until after a substantial emission of ammonia, adding alum to bind the excess lye, and when solidification begins, adding the mass to an aqueous saturated soap nucleus.

SUNCRUSH INFRINGES ON ORANGE CRUSH

Court of Appeals of the District of Columbia has reversed the Patent Office and denied registration of Suncrush as a trade mark. The action was taken on an appeal by the Orange Crush Co. against the California Crushed Fruit Co. The chief points of the decision follow:

1. Marks which are descriptive are not susceptible of exclusive appropriation under the Trade-Mark Act of 1905, while those which are merely suggestive may be.

2. "Orange Crush" as applied to a beverage is suggestive, but not descriptive.

3. The law does not permit the making of false or misleading statements; but it does not require the disclosure of trade secrets by the user of a mark.

4. Where a mark has acquired a secondary meaning, it will be protected irrespective of any original weakness.

"Here the Patent Office has found, and in that finding we concur," says the court, "that the marks of the two parties are applied to goods of the same descriptive qualities, within the meaning of the Trade-Mark Act. The evidence clearly indicates that the concurrent use of 'Suncrush' by appellee has resulted in confusion in the mind of the public; but, aside from the evidence, we think it clear that confusion would be the inevitable result of such use. This is the familiar case in which one party, after the mark of another has become widely known, has attempted to appropriate the other's good will, which the law forbids. The opposition therefore should have been sustained, and accordingly the decision is reversed. Reversed."

French Law on Origin in Trade Marks

Consul Charles D. Wescott, Paris, calls attention to the French customs law of January 11, 1892, which prohibits the importation and sale of goods bearing marks or representations which may create the false impression that they are of French origin. Article 15 of this law provides that any trade-mark, sign, or other indication affixed to imported goods or containers, creating such a false impression, must be followed by the corrective phrase "importé de" (imported from) or "fabriqué en" (manufactured in), and the name of the country of origin or manufacture.

WASHINGTON PROHIBITION BILL REPORT

(Continued from page 594)

that veto power only when the prohibition edicts become so inane or so drastic as to call forth from the affected industries vigorous protests in the defense of their already limited rights.

"Two outstanding facts have been proved as a result of the arbitrary transfer of control over industrial alcohol from the Commissioner of Internal Revenue to the Prohibition Unit:

"First: The absolute necessity of maintaining broad-minded and intelligent veto power over the acts of the Prohibition Unit, if our chemical industries are to develop, prosper and compete;

"Second: The Prohibition Unit itself, in exercising its delegated control over the alcohol industry, has eloquently demonstrated its ignorance of industrial requirements, its utter inability to function efficiently, the inoperability from a business and a legal standpoint, of many of its rulings, and its inability to control the integrity and acts of its subordinates.

"Would you, in your own business, promote and increase the responsibilities of a man who had demonstrated his lack of familiarity with the problems of your business, displayed inefficiency in the administration of the jobs which you had handed to him, advanced impractical and utterly unworkable suggestions, and who admitted streaks of dishonesty? I cannot imagine a clerk in your office, or a man employed in your business, who was open to all or any one of the charges enumerated, being promoted by you to a bigger job with increased responsibilities on the argument that he was unable to achieve success in his present job because of lack of power."

Present indications are that the Cramton bill will hang fire at one stage or another for the remainder of the session. Whether or not the bill will be enacted into law before adjournment on March 4 is uncertain at this time. The bill is not likely to come up for consideration on the floor of the Senate before some time in February. If passed by the Senate it will then be necessary either to have the House concur in the Senate amendments or send the bill to conference. The probability is that the sponsors for the bill will take no chances of a filibuster against the conference report in the Senate during the closing days of the session and will ask the House to accept whatever amendments are made by the Senate.

Toilet Goods Maker Sues Prohibition Unit

Petition has been filed in the District of Columbia Supreme Court by Mortimer R. Abramson, trading as the Benzyl Chemical Co., Bridgeport, Conn., asking that Prohibition Commissioner Haynes and Internal Revenue Commissioner Blair be restrained from interfering with the use of plaintiff's permit to use denatured alcohol in the manufacture of various chemicals and toilet articles. The plaintiff claims that his permit was revoked October 16 without any reason being assigned therefor, and that in so doing the defendants are interfering with his business and causing him irreparable damage.

Senators Question Prohibition Officials

Methods of issuance of permits and other phases of prohibition enforcement are under consideration by the special Senate committee investigating the Internal Revenue Bureau. This committee, which is headed by Senator Couzens of Michigan, has been holding executive sessions at which officials of the Prohibition Unit have been present and have been questioned relative to enforcement methods.

Denaturation Regulations Amended

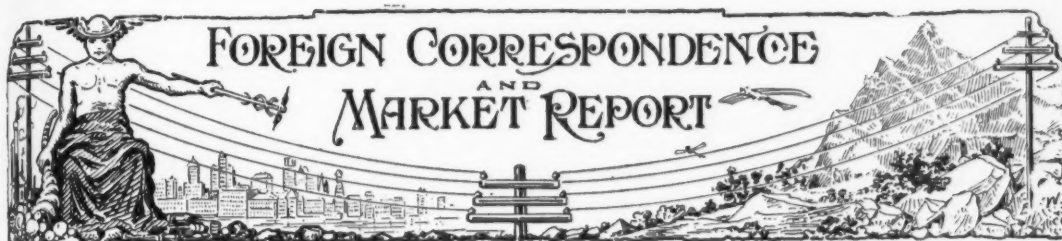
The Internal Revenue Bureau has issued Treasury Decision 3656 amending Regulations No. 61 to provide procedure for withdrawing alcohol for denaturation.

More than Interest

"Does your wife take much interest in your business?"

"Interest? She takes a mighty big share of the capital."

—Boston Evening Transcript.



BELGIUM-FRANCE

TEMPORARY COMMERCIAL ARRANGEMENT.—A temporary commercial arrangement between Belgium and France has been signed effective from November 10, 1924. Without prejudice to the depositions of the *modus vivendi* of 1892, by virtue of which the two countries accord each other most-favored-nation treatment, France is granted reduction from the Belgian minimum tariff on a number of articles, including olive oil, prepared medicines and perfumery.

CEYLON

ESSENTIAL OIL EXPORTS.—Recent advices from Ceylon say that due to the exceedingly large shipments of cinnamon leaf and citronella oils, the 1923 exportation of chemicals and allied products, valued at 2,843,993 rupees, showed an increase of 150 per cent over the 1922, which year's, however, was below the average. Of the 1923 exports, 90 per cent consisted of the three oils, cinnamon leaf, and citronella, shipments of which amounted to 2,501,287 rupees, an increase of over 200 per cent from 1922, one half of the total being sent to the United States.

"Ceylon is the chief source of supply of cinnamon, cinnamon leaf and citronella oils," says the correspondent. "While it does not furnish the entire world's requirements, only proportionately small amounts are obtained from other countries." The rupee in 1923 averaged 30.7 cents.

ENGLAND

NOW A LIMITED COMPANY.—E. Guillevic & Co., Ltd., has been registered to take over the essential oil business of the old London firm of that name. The directors are E. F. Guillevic, J. F. A. Marceau and S. H. Nicholas. The firm is the United Kingdom distributor for Charabot & Cie, successors to Hugues Aine, of Grasse, France.

OBITUARY NOTE.—H. N. Bolton, original owner of T. F. Bristow & Co., Ltd., London manufacturing perfumers and soap makers, died December 15 in his 92nd year. He always remained chairman of the company, although not actively taking part in its activities in the last decade or more, due to his advancing years.

GROSSMITH ESTATE.—Stanley Grossmith, chairman of J. Grossmith & Son, Ltd., manufacturing perfumers, left an estate of £25,736, when he died in October.

FRANCE

REMOVAL OF RESTRICTION ON IMPORTS OF AMERICAN MEDICINAL COMPOUNDS.—By a decree of December 2, the French Government has decided to remove the restriction upon the admission of proprietary medicinal compounds from the United States, and to allow their entry under the

(Continued on page 638)

THE MARKETS

Essential Oils, Aromatic Chemicals, Etc.

The feature of the market since our review of last month has been the continued firmness and strength of all values despite the fact that business throughout the essential oil list has been materially less active than it was during the autumn. Prices have continued their recent advancing tendency although the rate of the forward movement has been appreciably checked. This has taken place during a period of light buying occasioned by the holiday and inventory dullness. In addition, it may be said that despite the fact of a quiet market, actual trading during the final two weeks of 1924 and the first two weeks of 1925 has been remarkably good. This is especially true when it is recalled that buying during September, October and November was unusually heavy, indicating an effort on the part of the consumers of goods to stock sufficiently before prices reached prohibitive levels. Thus, neither the advance in prices nor the activity of the market has been wholly checked during the last month and both have been resumed since the inventory period in volume which augurs well for the essential oil business during the coming year.

This activity and strength has covered virtually all groups and all commodities in them. Naturally, there has been more emphasis upon some items than upon others, but there is hardly a material on the entire list which is not affected by the show of strength of the final quarter of 1924. And there is scarcely an item which at the moment seems to be in a weak position, although the prices on a great many of them appear to be unduly inflated at present.

Floral essences have displayed as great firmness, but probably fewer actual changes than any of the other groups during the last month. Such items as lavender, neroli, aspic and rose have all been extremely strong with a tendency toward higher prices, but the actual volume of business as compared with prices and spot supplies has hardly been sufficient to sustain such advances as may have been warranted by the condition of foreign markets and of exchange.

Citrus oils have shown a consistently strong tendency on the local market. During the last week or so, there has been less tendency on the part of buyers here to go into the foreign markets and for this reason the Italian situation is a shade easier than it was a while ago. At the same time, the advances in Italy have not yet been wholly absorbed here and there is also a shortage of both lemon and bergamot on spot to be considered. Hence, the present high prices on quality oils of Italian origin seem to be warranted.

In the spice and seed group, there has been activity and strength in practically all products. Caraway with a further decline is an exception. However, wormseed, which was weak a short time ago has turned for the stronger as was predicted in our review of last month and has recovered about 25 cents from the low point of the market. Cassia is a shade easier locally, but anise is very strong and the re-outbreak of hostilities in China may well have some effect upon both products during the next few days. Ginger has continued strong and advancing with the spice while

pimento, cinnamon, nutmeg and mustard have all been exceedingly firm.

Mint oils have changed little but there is nothing in the present market situation which would indicate any nearby weakness in prices of any of them. Certainly, peppermint, under recently revised crop estimates shows no tendency to weaken. Spearmint is in much the same position and so is tansy. The only possible exception is pennyroyal, which appears to be in better supply considering the normal demand than any other item in this group.

Miscellaneous oils have been featured by strength in both bois de rose and linaloe, neither of which is at the moment in adequate supply for the inquiry. Eucalyptus has also been a firm feature, while juniper berry has continued its recent advancing tendency. Sandalwood has shown a strongly advancing tendency which has forced prices up sharply and bids fair to lead to still higher levels.

The entire market, in fact, is strong and despite advances which have brought prices from a scant 10 per cent above pre-war levels to nearly 60 per cent above the 1913 average, there is as yet no sign of a reaction which would mean easier prices or more liberal available stocks.

Synthetics and Aromatic Chemicals

Under the present duties, even with the reductions of last September, there seems to be no question that the synthetics industry has been fairly prosperous. The only indications of any effect of the duty reductions has been in a slightly easier trend to prices of certain coal tar derivatives. At the same time, it may be pointed out that materials of natural origin which have not been affected by the tariff reduction have also come in for similar price revisions recently.

During the month under review, there has been virtually no change in the price situation in synthetics and chemicals. The schedules of the manufacturers have been fairly well maintained. The only feature worthy of notice in a review of the price situation is the fact that quotations of various factors on articles of the same type are gradually becoming more similar. This lessening of the gap between prices on identical materials apparently indicates a standardization of practice and sales measures on the part of domestic manufacturers which may have a far reaching effect upon future efforts at competing with foreign manufacturers.

The situation in foreign synthetics has displayed only minor changes. In general, prices are slightly lower than they were a month ago. This is largely due to efforts at competition, although the fact that this is the season for inventory bargains may also have had some effect upon the situation. On the basis of both price and quality, foreign and domestic products are now fairly competitive although the preference for foreign products still exists and shows up in prices occasionally, especially on materials more or less new to the domestic industry.

Vanilla Beans

The general situation has displayed only minor changes since our last review and there is as yet nothing in the position of the market which would indicate that consumers will get any cheap beans during the present or coming season. Estimates of world production even with the added output stimulated by high prices in this and other consuming and marketing centers, are still too small to take care of the world consumption and leave any surplus for market operations on the bearish side. Certain types of beans will probably be in better supply but that lower prices will be general, is not the prospect. In addition, the consumers will be still further handicapped by the fact that this year they have not been able to get beans on contract in the usual quantities or at anything like the normal price levels. In any event, cheap vanilla will be out of the question although possibly long periods of extreme scarcity and a virtually bare market for beans in New York may be averted.

Sundries

The market has been relatively quiet for the bulk of the items on this list. There will probably be more doing during the next two or three weeks, but this group appears to be more than usually sensitive to the operations of the inventory and holiday period and hence has been extremely dull and uninteresting in the interval since our last review. Menthol has shown a decidedly softer tendency on spot

and prices have dropped to close to \$12 in cases of 60 pounds. This, however, may be considered merely as a narrowing of the differential between spot and future quotations and in no sense as a weakening of the actual market. Japan is very strong and offers only very sparingly in the future positions and March and April shipments from Japan are held at unusually high prices. Cheap menthol between now and the new crop is unlikely and relief cannot be had from American goods, since domestic production at present peppermint oil prices is out of the question.

Orris root has been a strong feature and is advancing steadily here and abroad. Higher prices on both whole and powdered are forecast. Alcohols are unchanged but appear slightly easier than a month ago. Other sundries are virtually unchanged and present no unusual or interesting features.

TO PRODUCE NATURAL MENTHOL HERE

The Vick Chemical Company, of Greensboro, N. C., is to begin active operations soon looking toward the production of natural menthol in the United States. For the past two years this firm has been engaged in experimental work, conducted jointly with the Federal Department of Agriculture, on the cultivation of the so-called Japanese mint from the volatile oil of which menthol is obtained. The preliminary experiments indicate that this mint (*Mentha arvensis*, var. *piperescens*) can be grown successfully in the United States under proper soil and climatic conditions.

The cooperative experimental work was directed by the scientific staff of the Office of Drug, Poisonous and Oil Plant Investigations, of the Bureau of Plant Industry, at Washington, D. C., and the results obtained are available through the Bureau.

The Vick Chemical Company has engaged the services of G. A. Russell, who will direct the work on the production of Japanese mint in this country. Mr. Russell has been actively engaged in volatile oil work for several years and during the last two years has been in charge of the above named government office. He is especially familiar with all lines of volatile oil production in the United States and is well known to the trade.

A New Freight Classification

Consolidated Freight Classification No. 4, to be effective February 10, 1925, has been issued and is now being distributed to the railroads and subscribing shippers. This is the well-known standard publication issued by the Classification Committee and employed by 1,200 railroads, steamship and electric transportation lines in the United States and Canada and is used by such carriers as an essential part of their tariffs of freight rates.

The Official Classification Committee has prepared and is now ready to distribute a facsimile or photo reduction edition of the Classification No. 4, in convenient carrying size, 5 by 6½ inches. The price is \$2 per copy, including supplements, which are issued from time to time. Subscriptions should be sent to F. W. Smith, Chairman, Official Classification Committee, 143 Liberty street, New York City.

An Eye-Opener

Railroad authorities insist on enginemen, firemen and trainmen having good eyesight, but only four states in this whole country make statutory reference to the eyesight of automobile operators.

There were over 15,000 fatal automobile accidents in 1923, and in addition to this, over 392,000 individuals were injured. This is an eye-opener which is suggested by *Silent Partner*.

News Permeates Every Page

The text pages of the AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW do not contain all of the news. You must read the advertising pages also to get the full benefit.

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices on Soap Materials)

ESSENTIAL OILS

Almond, Bitter, per lb...	\$3.50@	\$3.75
S. P. A.....	3.75@	4.00
F. F. C. "Art".....	2.15@	2.30
Sweet True.....	.85@	.95
Apricot Kernel.....	.30@	.33
Amber, crude.....	.75@	.80
rectified.....	.90@	1.00
Amyris, balsamifera.....	3.00@	3.25
Angelica Root.....	38.00@	
Anise, tech.....	.60@	
Lead free, U. S. P.....	.65@	
Aspic (spike) Spanish.....	1.10@	1.20
French.....	1.30@	1.40
Bay, Porto Rico.....	2.40@	
West Indies.....	2.25@	
Bergamot, 35-36 per cent.....	3.75@	4.00
Birch, sweet N. C.....	1.90@	2.15
Penn. and Conn.....	3.50@	4.00
Birchtar, crude.....	.25@	
rectified.....	.75@	
Bois de Rose, Femelle.....	4.90@	
Cade, U. S. P. "IX".....	.38@	
Cajuput, Native S. P.....	1.05@	
Calamus.....	4.25@	
Camphor, "white".....	.15@	.16
Cananga, Java Native.....	2.25@	
rectified.....	3.00@	3.25
Caraway Seed, rectified.....	3.00@	3.15
Cardamon Ceylon.....	35.00@	
Cassia, 80@85%.....	1.90@	nom.
rectified, U.S.P.....	2.80@	2.90
Cedar Leaf.....	1.00@	1.10
Cedar Wood.....	.90@	1.00
Celery.....	11.00@	
Chamomile.....	6.50@	8.00
Cinnamon, Ceylon.....	12.00@	15.00
Citronella, Ceylon.....	.77@	.79
Java.....	1.45@	nom.
Cloves, Bourbon.....	2.70@	3.00
Zanzibar.....	2.15@	
Copaiba.....	.45@	.50
Coriander.....	11.50@	
Croton.....	1.05@	
Cubeb.....	5.00@	
Cumin.....	12.00@	14.00
Cypress.....	6.00@	
Dillseed.....	4.50@	
Erigeron.....	4.00@	nom.
Eucalyptus, Aus. "U.S.P.".....	.70@	.75
Fennel, Sweet.....	1.00@	1.10
Geranium, Rose Algerian.....	7.75@	8.00
Bourbon.....	7.25@	7.50
Turkish (Palma rosa).....	4.50@	4.75
Ginger.....	13.00@	
Gingergrass.....	3.00@	
Guaiac (Wood).....	5.00@	
Hemlock.....	.95@	
Juniper Berries, rectified.....	2.00@	2.10
Juniper Wood.....	.65@	
Laurel.....	5.00@	
Lavender, English.....	32.00@	
U.S.P. "IX".....	6.00@	8.50
Lemon, Italian.....	1.05@	1.40
Calif.....	.90@	
Lemongrass.....	1.30@	1.40
Limes, distilled.....	1.65@	1.75
expressed.....	2.75@	
Linaloe.....	4.25@	
Mace, distilled.....	1.55@	
Mirbane.....	.15@	
Mustard, genuine.....	14.00@	16.00
artificial.....	2.90@	3.00
Neroli, Bigarade, Pure.....	80.00@	100.00
Petale, extra.....	100.00@	130.00

Nutmeg.....	1.55@	
Orange, bitter.....	2.75@	
sweet, W. Indies.....	2.85@	3.00
sweet, Italian.....	3.00@	3.30
Calif.....	2.90@	3.00
Origanum, imitation.....	.35@	
Orris Root, concrete, do- mestic.....(oz.)	3.00@	3.50
foreign.....(oz.)	5.00@	
Orris Root, absolute (oz.)	54.00@	
Parsley.....	3.50@	
Patchouly.....	5.00@	5.50
Pennyroyal, American.....	2.10@	2.30
French.....	1.90@	
Peppermint Natural.....	10.50@	nom.
Redistilled.....	11.50@	nom.
Petit Grain, So. American.....	2.25@	
French.....	6.00@	
Pimento.....	2.65@	
Pinus Sylvestris.....	2.00@	
Pumilionis.....	2.60@	
Rose, Bulgaria.....(oz.)	10.00@	13.00
Rosemary, French.....	.50@	
Spanish.....	.40@	
Rue.....	4.00@	
Sage.....	2.75@	3.00
Sage, Clary.....(oz.)	3.25@	4.50
Sandalwood, East India.....	7.20@	7.35
Sassafras, natural.....	1.25@	
artificial.....	.38@	
Savin, French.....	2.85@	
Snake Root.....	18.00@	
Spearmint.....	4.40@	
Spruce.....	.90@	
Tansy.....	3.35@	
Thyme, French, red.....	1.10@	
white.....	1.15@	1.25
Spanish, red.....	1.00@	
Valerian.....	15.00@	
Vetivert, Bourbon.....	12.00@	nom.
Java.....	18.00@	
East Indian.....	30.00@	35.00
Wintergreen, Southern.....	4.00@	
Penn. & Conn.....	8.00@	9.50
Wormseed.....	3.35@	
Wormwood.....	4.25@	
Ylang-Ylang, Manila.....	26.00@	32.00
Bourbon.....	4.50@	12.00

OLEO-RESINS

Capsicum.....	2.75@	
Ginger.....	4.50@	
Cubeb.....	4.25@	
Malefern.....	3.00@	
Orris.....	5.00@	15.00
Pepper, Black.....	4.00@	
Vanilla.....	22.50@	26.00

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%.....	2.00@	
Acetophenone.....	5.00@	
Aldehyde C 14.....	22.50@	
C 16.....	70.00@	75.00
Amyl Acetate.....	1.25@	
Amyl Butyrate.....	1.75@	
Amyl Cinnamate.....	2.35@	
Amyl Fomate.....	1.75@	2.00
Amyl Phenyl Acet.....	5.00@	
Amyl Salicylate, dom.....	1.50@	
foreign.....	2.00@	
Amyl Valerate.....	3.00@	3.50
Anethol.....	1.35@	
Anisic Aldehyde, dom.....	3.75@	
foreign.....	4.00@	
Benzaldehyde, U.S.P.....	1.55@	1.65
F. F. C.....	1.75@	1.80

Benzilidenacetone.....	2.75@	4.50
Benzophenone.....	7.00@	
Benzyl Acetate dom.....	1.55@	1.80
foreign.....	1.70@	1.90
Benzyl Alcohol.....	1.45@	1.60
Benzyl Benzoate.....	1.60@	1.75
Benzyl Butyrate.....	5.50@	
Benzyl Cinnamate.....	10.00@	
Benzyl Formate.....	3.25@	
Benzyl Propionate.....	5.00@	
Borneol.....	2.75@	
Bornylacetate.....	3.75@	
Bromstyrol.....	3.50@	4.00
Carvol.....	12.00@	
Cinnamic Acid.....	3.25@	3.50
Cinnamic Alcohol.....	7.50@	8.00
Cinnamic Aldehyde.....	3.65@	4.00
Citral.....	3.00@	3.25
Citral, C. P.....	3.50@	5.00
Citronellol, dom.....	8.00@	9.00
foreign.....	8.25@	9.50
Cumarin, dom.....	3.40@	3.65
foreign.....	3.50@	3.60
Diethylphthalate.....	.45@	
Diphenylmethane.....	2.50@	3.00
Diphenyloxide.....	1.00@	1.40
Ethyl Acetate.....	.50@	
Ethyl Benzoate.....	2.00@	
Ethyl Butyrate.....	1.50@	
Ethyl Cinnamate.....	4.50@	
Ethyl Formate.....	1.25@	
Ethyl Propionate.....	2.50@	
Ethyl Salicylate.....	3.50@	
Eucalyptol.....	.95@	
Eugenol.....	3.25@	
foreign.....	3.50@	4.50
Geraniol, dom.....	5.00@	
foreign.....	5.00@	
Geranyl Acetate.....	5.00@	
Geranyl Butyrate.....	13.00@	
Geranyl Formate.....	12.50@	
Heliotropin, dom.....	2.25@	
foreign.....	2.50@	3.00
Hydroxycitronellal.....	13.00@	15.00
Indol, C. P.....(oz.)	9.00@	
Iso Butyl Benzoate.....	5.00@	
Iso Eugenol.....	4.25@	4.40
Linalool.....	6.25@	6.50
Linalyl Acetate 90%.....	8.50@	
Linalyl Benzoate.....	13.00@	
Methyl Acetophenone.....	4.25@	5.00
Methyl Anthranilate.....	2.75@	3.25
Methyl Benzoate.....	2.00@	
Methyl Cinnamate.....	4.00@	5.00
Methyl Eugenol.....	9.00@	10.00
Methyl Heptenone.....	9.00@	
Methyl Heptene Carbon.....	27.00@	35.00
Methyl Iso Eugenol.....	13.00@	
Methyl Octine Carb.....	27.00@	35.00
Methyl Paracresol.....	6.00@	
Methyl Phenylacetate, Art. Honey Aroma.....	6.50@	
Methyl Salicylate.....	.48@	.52
Musk Ambrette.....	14.00@	16.00
Ketone.....	15.00@	17.00
Xylene.....	3.50@	4.00
Nerolin.....	1.65@	2.00
Nonylic-Alcohol.....	40.00@	52.00
Phenylacetaldehyde 50%.....	8.00@	11.00
imported.....	8.00@	10.00
Phenylacetic Acid.....	3.50@	
Phenyl Ethyl Acetate.....	15.00@	17.50
Phenyl Ethyl Butyrate.....	27.50@	
Phenyl Ethyl Formate.....	20.00@	

(Continued on Next Page)

Phenyl Ethyl Propionate.	20.00@	Beaver Castor	4.50@	7.00	Rhubarb Root, Shensi.	.50@	35
Phenyl Ethyl Alcohol,		Cardamon Seed, green.	1.85@		High Dried	.40@	
domestic	7.00@ 8.50	Decort	2.10@	2.20	Rice, Starch	.09@	42
imported	7.00@ 8.50	Castoreum	4.50@		Rose leaves, red.	1.00@	
Rhodinol, dom.	15.00@ 24.00	Chalk, precipitated	.03½@	.06½	pale	.65@	
foreign	18.00@ 20.00	Civet horns	.225@		Sandalwood chips	.35@	
Safrol	.55@ .60	Guarana	.65@		Saponin	1.25@	
Skatol, C. P.	(oz.) 10.00@ 20.00	Gum Benzoin Siam.	1.25@	1.60	Styrax	.47½@	220
Terpineol C. P., dom.	.48@	Sumatra	.30@	.40	Talc, domestic.	(ton) 18.00@	4000
imported	.60@ .75	Gum Gamboge, pipe.	.80@		French	(ton) 40.00@	4500
Terpinyl Acetate	1.75@ 1.90	powd.	1.00@		Italian	(ton) 50.00@	6500
Thymol	5.25@ nom.	Lanolin hydrous	.17@	.19	Vetivert root	.30@	
Vanillin	.48@ .52	anhydrous	.20@	.23			
Violet Ketone Alpha.	5.50@ 9.50	Menthol, Jap.	12.25@	13.00			
Beta	6.50@ 8.00	Synthetic	8.00@	10.00			
Yara Yara	1.65@ 2.00	Musk, Cab. pods.	(oz.) 18.00@	20.00			
		grains	(oz.) 26.00@	28.00			
		Tonquin, gr.	(oz.) 36.00@				
		pod.	(oz.) 22.00@	23.00			
		Orange flowers	1.00@				
		Orris Root, Florentine,					
		whole	.10@	.11			
		powdered	.13@	.30			
		Patchouli leaves	.20@	.25			
		Peach Kernel Meal.	.20@				

SUNDRIES

Alcohol Cologne spts., gal.	4.97@	5.12
Almond Meal	.26@	.30
Ambergris, black.	(oz.) 15.00@	18.00
gray	(oz.) 26.00@	
Balsam Copaiba S. A.	.47½@	
Para	.40@	
Balsam Peru	2.00@	
Tolu	1.75@	

FOREIGN CORRESPONDENCE

(Continued from page 635)

same conditions as similar products from other favored countries. These conditions are that the usual names and amounts of active substances (exclusive of chemical formulas and names), with the name and address of the manufacturer, be plainly indicated in French on both the immediate and outer containers.

FRENCH MOROCCO

SOAP SALE AND IMPORT RULES.—A decree of September 24, published in the *Moroccan Bulletin Official* for October 14, 1924, regulates the importation of soap into, and its sale and manufacture in, the French zone of Morocco. The decree fixes the minimum percentages of saponified materials for the different kinds of soap, regulates the use of resinous substances, silicate of soda, etc., and specifies the marking the labels required. The decree, as applying to imported soaps, becomes effective two months after its promulgation, and five months after promulgation as regards existing stocks.

GREECE

APPLICATION OF NEW TARIFF POSTPONED.—The Greek National Assembly has agreed to postpone, until March 1, 1925, the application of the new tariff which had been planned to go into effect on December 10.

JAPAN

NEW AD VALOREM DUTY ON PERFUMES AND SOAPS.—According to cablegram received by the Department of State on December 22 from the American Ambassador at Tokio, officials of the Japanese Foreign Office stated informally that, effective December 31, 1924, the proportional ad valorem duties stipulated in the conventional tariff with France would be applied to articles of French origin coming within the scope of the luxury tariff. The following ad valorem duties would, therefore, be levied on luxury articles imported into Japan from France and from all countries, including the United States, entitled to the benefits of the Japanese conventional tariff: perfumed soaps,

62.9 per cent; other soaps, 50.9 per cent (tariff No. 117); perfumed oils, fats and waxes and preparations thereof, 44.9 per cent (tariff No. 118); perfumed vinegar, 33.3 per cent, other perfumed waters, 55.6 per cent (tariff No. 119); tooth powders, tooth washes, toilet powders and other prepared perfumeries not otherwise provided for, 50 per cent (tariff No. 222).

LATVIA

REMOVAL OF PROHIBITION AGAINST IMPORTATION OF DENTIFRICES.—The prohibition against the importation into Latvia of foreign dentifrices, which was recently announced, has been removed.

PANAMA

REDUCED IMPORT DUTY ON BAY RUM.—The import duty on bay rum in Panama manufactured with denatured alcohol, formaldehyde, salicylate of soda, or any other poisonous substances, is now 20 cents per liter, according to a decree effective October 20, 1924. In addition, imported bay rum is subject to a consumption tax.

PORTUGAL

STAMP TAXES ON PERFUMES.—An internal revenue tax on perfumes, taking the form of stamp duty, was introduced in Portugal by a law promulgated on July 17, and recently this tax has been appreciably increased. The new rates of stamp duty are as follows: Alcoholic perfumes, for each 500 c.c. or less, 20 centavos; medicinal waters and medicines in the form of syrups, for each 250 c.c. or less, 10 centavos; mineral waters used as table beverages, for each 500 c.c. and less, 5 centavos; on perfumes, toilet soaps, cosmetics and toilet articles in general, the rate of duty amounts to 5 per cent in the case of Portuguese products, and to 10 per cent on foreign preparations. The stamp has to be affixed to the container in such a way that it is torn on opening the package, and must bear the dealer's business stamp or signature. In addition, a recent Order requires the retail price to be printed, or written, on the wrapper of packages containing dutiable goods, or on the containers, tubes, etc.

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1/8@ 45.00
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A SOAP BOOKLET REVIEW

"BOOK-CAMILLAC DETROIT, SAVON SUPERFINE." Executed by Stearns, Detroit and Paris. Distributed by the Author.

This little booklet, (booklets *always* should be little,) is unique in various ways. It is of the size of a miniature edition of the Bible (to be exact 1 1/4 wide x 2 1/4 x 5/8 thick) and the contents conserve toward hygiene and cleanliness. The recipient of a sample copy of this booklet may have to resort to other expedients to cut its pages than paper knives, or even alcoholic inspiration, for the booklet is absolutely dry and only water is its first aid to disseminating not only its healthful physical benefits but the delightful accompanying Day Dream odor. The booklet is an exemplification of what a good hotel and a superior toiletry manufacturing establishment may unite to do in an effective way. Let soap that the booklet may do its mission for many years and that the idea may spread in other directions.

NEW BLEACHING AND WASHING AGENT

Considerable notice has been taken in England regarding the recent developments in Germany towards the use of the salts of para-toluene-sulphochloramide as materials for industrial bleaching and domestic washing purposes, and also for producing soluble-starch preparations. A further account of the properties and uses of these materials has been given by Dr. Richard Feibelmann (*Chemiker-Zeitung*, September 25, 1924). At the end of his article, he states; Aktivin is a bleaching agent which belongs to quite a new class. Although its activity is dependent upon its content of active chlorine, it differs from the ordinary hypochlorites in that it is very stable and liberates its chlorine only very slowly. Again, as opposed to the perborates, Aktivin is quite stable even in the presence of catalysts. Used in combination with soda, water glass, borax, etc., valuable special preparations for the detergent industries can be made.—*London Chemical Trade Journal*.

Ascertaining Capric Acid in Coconut Oil

COMPOSITION OF COCOANUT OIL. G. D. Elsdon. Analyst, 1924, 49, 274—275. The author's previous work on the occurrence of caprylic and capric acids in coconut oil based on the alcoholysis method was of little quantitative value, the method obviously giving high results for capric acid. He has recently separated the capric acid from 10 kg. of coconut oil, and the result indicates the presence of considerably less than 10%, and probably about 1—2%, in agreement with the result of Walker.

German Patent for Floor Cleaner

Cleaning and Waxing Preparation for Flooring and Linoleum (Ger. Pat. 370,394, R. Fallnicht, Bad Tolz).—A mixture of sawdust and sand is soaked with soap solution, dried, and mixed with powdered wax. For use, benzine is added, to increase the cleaning effect.

DURABLE TOILET SOAPS BY COLD PROCESS*

BY R. WERNER

The reason why the cold process soaps, which formerly enjoyed general favor, have in recent decades been rather crowded out by the choice soaps prepared by the machine process, by milling, lies on the one hand in the fact that in consequence of the self-heating in the frame, conditioned by the production of these soaps by the cold process numerous aromatic oils used in perfuming, and artificial perfumes, undergo an unfavorable change, which is attributed partly to the rise of temperature, partly to the free alkali. The latter is found in the coconut oil only in the form of a fine emulsion up to the moment by the self-heating of the mass it combines with the oil, and has thus sufficient time for a harmful influence upon several perfume compounds, so that the fragrance of the finished soap often greatly disapproves the manufacturer.

Another cause for the decreasing production of cold-process toilet soaps may be sought in the fact that while these soaps form a strong lather of large bubbles, the milled fine soaps in washing show a dense lather, and are more economical in use. But this fault in the washing effect can be eliminated by preparing the cold-process soaps by adding a mixture, for instance, of tallow and coconut oil, which is possible without trouble.

The third reason to which may be ascribed the strong introduction of milled fine soaps is the possibility of being able to make use of less pure fats and oils containing fatty acids, as well as fatty acids themselves, for the preparation of milled toilet soaps as well as for the grained soaps intended to be used in preparing the latter, which may still result in finished products free from objection; whereas for cold-process toilet soaps only the purest oils and fats with a maximum content of 3-4% of free fatty acids can be used. The low cost of such second rate fatty materials, which are washed out in 2 to 3 times their quantity of water, so that by skillful manipulation nevertheless, a high class grained soap can be obtained, which yields first class milled fine soaps, frequently favors the calculation in a striking manner, and makes it possible to impart a finer perfume to the soap, and to use for it better wrappers.

However, all these reasons would hardly have caused the neglect of the cold-process toilet soaps to this extent if a further decisive cause had not been added, and that is the circumstance that the cold-process toilet soaps in many cases showed a defect which very rarely attaches to the milled fine soaps. With this I come to my proper subject, the durability of cold-process soaps after long continued storage, which in most cases leaves much to be desired. There are, however, also notable exceptions among the cold-process toilet soaps found in trade, from which it is seen that it is possible by following business-like methods to produce soaps which keep in storage for years and retain their agreeable perfume for a long time, whereas most cold-process soaps assume a rancid odor and show yellow to brown spots after a few months, and even in less time.

The conception of rancidity is in the present day not yet explained in a way free from objection, and is referred to the influence of enzymes, or to atmospheric oxidation proc-

*From Zeitschr. d. Deutsch. Öl- u. Fett. Ind., vol. 44, No. 40 (1924).

esses. The presumption for this is doubtless the presence of free fat in the soap, but it is also possible that organic impurities, which found their way into the soap with the oil or fat, contribute their share to the early loss of durability of the soap. In order to obtain durable cold-process soaps, therefore, care is to be taken that only entirely fresh, pure oils and fats are used; and that every effort be made to produce as complete saponification as possible.

If fresh, pure fats are not available, a refining process is used to separate the free fatty acids, and at the same time to remove slimy and albuminous substances which may be present, a process best accomplished by purification with strong soda lye. For this purpose the acid number in the oil and the entire addition of fat previously mixed is ascertained, and from this is computed the necessary quantity of strong caustic soda lye requisite for satisfying the free fatty acids. After that the fat addition is slightly warmed, and is stirred in with the corresponding quantity of sodium lye, the strength of which is between 30 and 40% B_e. The important point is that too strong an emulsifying of oil and lye be avoided, and that in the settling a rapid separation of the soap formed and the refined oil be obtained. Sulphuric acid also may be used in the refining process, by which, however, only the slime and albuminous substances, but not the free fatty acids, are separated out, after which the clear oil is removed from the last traces of acid by washing in water or salt water. It is more desirable that entirely fresh, pure oils and fats be used, which makes unnecessary the process of purification, since the most careful refining with lye or acids never results in complete success.

Another acid expedient, to make the oil or soap more durable, consists of a process of preservation for which only benzoic acid, glycerine and alcohol are used, since all other preparations available for this purpose have either a disagreeable odor, or are objectionable for other reasons. Especially is the former, used best in the form of bezoïn Siam, or of tincture of benzoïn, an excellent means for making durable cold-process soap, but glycerine and alcohol also have a good effect.

The second method for retarding rancidity and premature spoiling of a soap which is prepared by the cold process, is careful preparation. Many factories have the purpose in view of working as rapidly as possible, i. e., of shortening the stirring operation as much as feasible, and for this reason oils and fats which show a definite amount of free fatty acids are purposely used, or, if such material is not available, a little fatty acid is mixed with the fat addition, in order to obtain in the stirring process of the oil and lye a rapid thickening of the mass. This viewpoint is thoroughly objectionable, for it will be clear to everyone that in the case of so short a stirring process the emulsion of fat and lye can never be so intimate as when the mixture is constantly stirred for hours. The fresher the oil or oil mixture used, the longer does it stay thin after stirring in the lye, and the longer must the mass be stirred before it thickens. But then, also, the finer and more intimate is the emulsion, the more complete will be the later saponification, and the more intensive the self-heating process connected with it.

In order to expedite the latter operation as much as feasible, and to make it more effective, it is not sufficient to simply cover with sacks the mold into which the thick soap has been poured, but it is recommended to bring it into a moderately heated warming chamber, where it remains about two hours, during which time the mass has opportunity to be warmed through clear to the edge of the frame, so that complete saponification will be obtained, and in this manner a durable soap results. After two hours the frame is removed from the warming chamber, and is at once uncovered. On the second day following the soap may be cut up, and after a short warming pressed. Such a toilet soap, prepared by the cold process, keeps good for years.

Features to Be Found on Other Pages

Readers of the SOAP SECTION may find items of interest in our Trade Notes, as well as in Patents and Trade-marks and Washington and Foreign Correspondence.

CLEANSING ACTION OF SOAP SOLUTIONS

R. T. A. MEES.—The cleansing action of soap solutions. (*Chem. Week blad*, XIX, 1924, p. 82.) Since all the explanations relating to the cleansing action of soaps have been considered inadequate, new arguments have been sought among the new theories.

Starting with the fact that only the polar substances, in the sense used by Langmuir and Harkins, whose molecular solubility in water and in oil is very weak, are able to render the solutions permanent, we ought to make a distinction between substances chemically active and those chemically inactive. If the polar substances should be directed toward the area of contact between the water and the oil, in the matter of assisting in the emulsification, they ought to be more soluble in this medium than in any of the adjacent areas.

This is only possible in the case of the better soaps, which are able of their own accord to give the molecular orientation (carbon chain) for the oil (inactive substances); the sodium ion for the water (reactive substances). But this is impossible, for instance, in the case of acetic acid, which is notoriously soluble in both media, water and oil. The double position may be regarded as a hydrolyzed soap, quite as well as a soap mixing with oil. This mixture, in bringing together the two poles of the molecule of soap is infinitely more stable than the hydrocarbon or hydrolyzed gel, lyophile of the soap itself. Every gel of soap present yields its molecules of soap to the limitrophe layer.

It is for this reason that the soap recombines, by reason of its molecules, the chemical character separates from the liquid a substance soluble in water, in chemical character close to the oils jointly acting eventually together in practice with the dirt present. The cleansing effects depend on this reunion. Earthy substances, like kaolin, through absorption come together at the point of contact, like the soap. Furthermore, they are, like soap, lyophile toward water and oil, and exert a cleansing action by themselves. The soap acts toward earthy substances differently than toward oil. It does not envelop the earth particles, as it does the particles of oil, but is itself surrounded by them. In the presence of oil, soap and earths are able to act as cleansing agents.—*Revue Generale des Colloides*, Vol. II, No. 11, 1924.

COMMERCIAL MANUFACTURE OF PALM OIL

Chemistry & Industry thus abstracts an article on the commercial manufacture of palm oil by V. Abeele (*Bull. Agric. Congo Belge*, June-September, 1923. *Bull. Mat. Grasses*, 1924, 71-73): The object is to produce oil of low acidity, and since enzymes are present in the outer pulp which, on crushing, act on the contained oil, causing an increase in acidity, it is important to destroy these enzymes by heat. The methods of heating used or suggested comprise the use of steam, steam under pressure, superheated steam, and hot air, and direct heating of chambers containing the fruits. These methods have not so far been compared on a commercial scale, and it remains to be seen whether the advantages accruing from the use of superheated steam and hot air will outweigh the expense of the necessary plant. Heating should be immediately followed by pressing, but the high proportion of water present prevents the use of a pressure higher than about 50 atmospheres in the first pressing. This is followed by further heating and drying and a second pressing at a higher pressure. Care must be taken to prevent cooling of the crushed mass or considerable proportions of oil may be entangled in the pulp and lost.

Kirkmans Advance Cleanser Prices

Kirkman & Son, of Brooklyn, made an advance January 7 on their soap powder and cleanser. In barrels of 225 pounds powder is now priced at 4c a pound in single barrel lots. 3¾c. for three barrels and 3¼c. for ten-barrel lots. Cleanser, in 250-pound barrels, is quoted at 2¾c. in barrel lots and 2½c. in three-barrel lots.

THE MAKING OF MOTTLED SOAPS*

By T. Meyer

As a result of the diminished purchasing power of consumers the sale of filled bar soaps has again increased in Germany. Even the blue-mottled soaps which before the War were produced by many firms at a yield of 300 to 400% and higher, are again in demand. One may not judge too hastily concerning the preparation of such filled bar soaps and assign capacity for competition only to the pure grained soaps, for that would be spilling the babe with the bath. Even these filled soaps, if they are not filled too much, have their justification, for they are nothing else than if a housewife uses beside grained soaps also crystal soda or bleaching soda, and the like, and which act like a good soda-containing washing powder, only being sold in different form. The addition at the same time of ultramarine, for the purpose of mottling, acts upon the laundry like blueing, although the use of blueing after the washing process would be more effective.

The preparation of blue mottled soaps presents certain difficulties and requires a careful and exact procedure and pure raw materials if it is desired to produce an always uniform mottled soap. For fats are used principally coconut oil, palm oil, as well as their fatty acids, besides, tallow, lard, cottonseed oil, etc. In the use of fatty acids care is to be taken that these do not contain any free mineral acid (sulphuric acid), derived from the splitting or that they are well washed out. For lye only such material should be used as is made from high grade (120% to 128/130%) caustic soda; likewise the salts used for fillers must be pure and high grade, and the filling solution itself must be clear. The formation of the mottling in these soaps results from the fact that the waterglass added at the same time with the ultramarine mixes at first with the clear soap mass or is dissolved in it, but after a certain period of rest it separates into small spots with the color and gradually gathers into larger spots. If the soap contains free alkali, this lye excess completely dissolves the waterglass, and the separation is checked, so that the entire soap is colored blue, and mottle formation does not result. If, however, the soap mass is too slightly alkaline, the waterglass separates out too rapidly with the color, and the color sinks to the bottom, so that the base soap stays entirely white.

For a fine mottled color, beside the treatment of the soap, other soap conditions have large influence, especially important being the fat addition and especially the water content. The size of the mottle depends on the correct temperature as well as on a certain temperature of the soap mass. A brittle soap poor in water always makes a small poor mottle. A base soap from palm kernel oil and some tallow is at the same temperature always more thickly viscous and stiffens more rapidly than a soap from coconut oil alone, but for soap of high yield the latter condition is preferable since a coconut soap mass better stands a higher filling. If many shavings are to be worked in, it must not be forgotten that these are always dried out and necessitate a certain quantity of water in order to obtain the expected consistency. The higher the consistency and the thinner the soap, the more cold it requires to stiffen it. If neutral oils are used, a part of the potash solution may be added

immediately with the lye, whereas, if fatty acids are used, some salt water or potassium chloride solution may be added at the very beginning in order to retard thickening of the soap mass.

From some quarters it is recommended to avoid boiling the soap mass, but this surely does no harm provided the evaporating water is again replaced so that a completely even soap mass results which after standing forms a very light foam, which must not be grainy and thick, for the latter is a sign of lack of water, and then it is necessary unconditionally to add to the soap so much water that the thick foam disappears completely.

For filling solutions potash solution and salt water are best, but some potassium chloride solution may also be added. Soda solution and solution of epsom salts are to be absolutely avoided in cold weather, but may be used in summer and especially for export soaps to the tropics, since they come a little cheaper. A higher filling with epsom salt and soda solution leads in winter regularly to white-washing of the soap. The concentration of the various filling solutions deserves great care in order to avoid on the one hand too great softness and on the other hand brittleness and poor mottling connected with it. Removal of the foam layer after pouring the soap mass and covering it for a half hour is not necessary, for a successfully made soap should show no foam after uncovering the kettle, since the steam condensing on the lid completely destroys the foam present. If at a temperature of 85-90° C. some foam remains after uncovering it is necessary to add some more water and to cover the mass once more till the soap mixture lies even and without foam.

Some Successful Combinations

Following are some successful combinations with varying yields:

300 PER CENT YIELD

180 Kg. palm kernel oil
20 Kg. tallow or coconut oil
230 Kg. 20° B. caustic soda lye
60 Kg. 33° potash solution
30 Kg. 15° potassium chloride solution
80 Kg. 24° salt water
25 Kg. color solution

350 PER CENT YIELD

180 Kg. palm kernel oil
20 Kg. tallow or cottonseed oil
230 Kg. 20° caustic soda lye
80 Kg. 33° potash solution
50 Kg. 15° potassium chloride solution
20 Kg. 25° epsom salt solution
100 Kg. 24° salt water
25 Kg. color solution

400 PER CENT YIELD

200 Kg. palm kernel oil
230 Kg. 20° caustic soda lye
100 Kg. 30° potash solution
50 Kg. 25° soda solution
210 Kg. 24° salt water
30 Kg. color solution

*From Seifensieder-Zeitg., vol. 51, No. 40 (1924).

500 PER CENT YIELD

100 Kg. palm kernel oil
 100 Kg. fatty acid of cocoanut oil
 230 Kg. 20° caustic soda lye
 160 Kg. 30° potash solution
 50 Kg. 20° epsom salt solution
 60 Kg. 20° soda solution
 300 Kg. 24° salt water
 30 Kg. color solution

600 PER CENT YIELD

50 Kg. palm kernel oil
 150 Kg. fatty acid of cocoanut oil
 230 Kg. 20° caustic soda lye
 200 Kg. 30° potash solution
 80 Kg. 15° potassium chloride solution
 120 Kg. 20° epsom salt solution
 370 Kg. 24° salt water
 35 Kg. color solution

800 PER CENT YIELD

200 Kg. fatty acid of cocoanut oil
 230 Kg. 20° caustic soda lye
 200 Kg. 30° potash solution
 100 Kg. 15° potassium chloride solution
 150 Kg. 15° soda solution
 150 Kg. 15° epsom salt solution
 550 Kg. 24° salt water
 40 Kg. color solution

First all the caustic soda lye and some potash solution and salt water are poured into the kettle and heated to 60-70° C., after which the melted fat addition is allowed to flow in. Now the soap is allowed to boil up and stand one to two hours in the liquor. Then the fitting solutions are added by constant stirring and at last salt water is added, after which the chips of the former boil are put in together with some water, and now the kettle is well covered several hours, preferably over night. If on uncovering, the soap shows a thick foam, some more water needs to be added, and the cover put on again till the foam completely disappears. The temperature is to be kept at 80° C., after which the color solution is stirred in. This consists of:

40 parts water glass
 40 parts water
 20 parts 20° caustic soda lye
 ½ part ultramarine

According as the mottling forms rapidly, or not at all, the necessary corrections are made, and some lye, or oil, or fatty acid, is added, till the mottling forms normally. At 75° C. the soap is poured into the frame, is well stirred, and the frame covered for two hours. After this the mottling is observed, and, in case it should tend to sink, the soap is stirred through once more. A trial of the mottling may also be made in a separate receptacle by dipping out 20-30 Kg. of soap, adding some color solution and observing the mottling, which should form in about half an hour. The entire operation requires some patience, and as already remarked some experience is needed to obtain always a large patterned, even mottled effect.

Austrian Patent for Mottled Soap

METHOD AND EQUIPMENT FOR PREPARING MOTTLED SOAP. (Aust. Pat. 95947, issued February 11, 1924. Engineer Oscar Bauer in Vienna.)

Several soap ribbons, previously milled, of which each by itself uniformly colored in the way desired are strung together, e. g., by the well known plodder. For removal of outer layers of the soap strip, in which colors have run together, four cutting wires separately adjustable are arranged in a rectangle in front of the mouthpiece of the plodder.—*Chem. Umschau*.

THE TENDENCY OF FATS TO BECOME RANCID*

A. Tschirch and A. Barben have made interesting investigations into this problem which are calculated to finally put to rest the still prevalent theory of micro-organisms, and to break ground for new views. We take the following from the publication:

The micro-organisms and lipases are killed off by heating to 100° C., but it has been demonstrated that even sterilized fat gradually becomes rancid as soon as it is exposed to light and air. Besides the action of the lipases can consist only in a separation of primary glycerides of fatty acids. But an "odor rancidity" caused by this condition, the presence of fatty acids and esters; a "tallow rancidity" is therefore excluded, because the higher fatty acids and their neutral fats differ very little in their viscosity; a "discoloration rancidity" also does not come under consideration as an effect from lipases in case the colorless fats of higher fatty acids. Accordingly there must be other causes for rancidity, of fats.

For experimental material the authors used lard and hydrogenated peanut oil. They established the fact that for rancidity there is necessary: light, air, water, and saturated fatty acids. Light or air alone do not suffice, as experiments proved. The iodine number is an indicator of the rapidity with which rancidity results. In connection with iodine potassium salves from the experimental fats, of course without sodium thiosulfate, it was demonstrated that the iodine-separation rises and falls with the amount of unsaturated fatty acids in the fat. A hydrogenated peanut oil (60 g.) with iodine-number of 2 showed no iodine-separation after 20 days, while a lard salve and a salve of peanut oil (iodine number 72) in the same period turned yellow to the bottom.

In a second series of experiments, the reaction with hydrogen peroxide and the decomposition experiment by Kreis were brought into use, and the separated amount of iodine determined in sodium iodide salve. The results were as follows:

1. After fresh preparations both salves gave negative reactions.

2. After 10 days both salves gave negative reactions, only the Kreisian sample was faintly negative in case of the lard salve. The odor of both salves was faintly rancid.

3. After 15 days the salve prepared with peanut oil (iodine number, 65) was faintly rancid, showed slight increase of acidity, weak positive reactions; the lard salve was strongly rancid, showed .09% (at first .06%) of acidity, and likewise was weak positive reactions.

When left on an uncovered glass plate, 10 g. of lard salve after 10 days set free 3.3 mg. of iodine, but 10 g. of peanut oil salve set free only 0.43 mg. of iodine. Accordingly the use of hydrogenated peanut oil (iodine number 65) was more favorable than that of lard.

Besides in these experiments after standing for a considerable time the presence of hydrogen peroxide was demonstrated. The experiments for separating the substance with rancid odor showed strongly smelling drops soluble in ether, the reaction of which demonstrated aldehyde or keton character. Volatile fatty acids were not present.

The investigations led to the conclusion that the only explanation is an autooxidation of unsaturated fatty acids, for neither saturated fatty acids nor glycerine are influenced by light and air. Probably the carbon dioxide induces in the first place a peroxide formation in place of the double combination. By the water contained in the fat the peroxide is gradually decomposed by formation of hydrogen peroxide, ozone, and carbon dioxide. The ozone forms ozonide. But this, according to Harries, in place of the double formation is broken up in the presence of water and at the same time there are formed aldehydes and ketones on the one hand and acids on the other, both naturally having a shorter carbon chain than the ozonide. "Odor rancidity" is thus to be explained by the formation of short series aldehydes and ketones, "tallow rancidity" by the formation of fatty acids of high melting point, and "discoloration rancidity" by the formation of colored substances.

*From Seifensieder-Ztg., vol. 51, No. 43 (1924).

BRITISH GLYCERINE INDUSTRY AND SOAP TRADE

**Producers' Association Performs Important Functions for Trade;
Commerce Department Gathers Facts of Value to U. S. Soap Makers**

Great Britain for many years has been recognized as a leading glycerine producing country, deriving the greater part of its large output from the manufacture of soaps. Hence it is that the workings of the British glycerine industry and trade are of considerable interest and importance to the soap manufacturers of this country. However, the details of the industry, its methods of trade and statistics as to production and consumption have been largely shrouded in secrecy.

In no small measure is this due to former tactics of consuming interests and more recently to a more or less unique trade organization known as the United Kingdom Glycerine Producers' Association. This organization, the counterpart of which exists in no industry in this country, controls a large percentage of the production of the material in the United Kingdom. It also controls virtually the entire market for it and is so well organized and so powerful that it is able to keep virtually all statistical information from its competitors in other glycerine producing countries.

It is further a fact that the British Government, widely noted for the completeness of its trade and marketing statistics, has never included any reports on the glycerine industry or trade in this service. Whether the attitude of the United Kingdom Glycerine Producers' Association and the explosives interests has had anything to do with this policy is an open question.

Only recently, however, the United States Department of Commerce issued an instructive and interesting review of the glycerine trade in Great Britain, which, if it did not give any new facts concerning the industry, did serve to clarify and condense previous information on the subject and to bring together in one report the bulk of the available information regarding the trade in glycerine in the United Kingdom.

The Producers' Association

The data collected by the government, together with such supplemental information as is available from local interests who have operated and are still operating to some extent in the British market, is herewith presented so that the glycerine dealer or refiner and the soap manufacturer in the United States may understand in a small measure the conditions which surround production and sale of the material in one of the principal producing markets of the world.

The United Kingdom Glycerine Producers' Association was formed ostensibly for the following purposes:

- (a) To carry on the purchase, sale, and dealing in all kinds of glycerine, whether saponification, soap lye, dynamite, chemically pure, or otherwise.
- (b) To act as agents for its members.
- (c) To settle and standardize the forms of contract and conditions of sale.
- (d) To render advice and assistance in transaction for members.
- (e) To act as arbitrators for the settlement of disputes affecting members.
- (f) To act as principals and enter into contracts for members, and, among other things, to undertake any business convenient or expedient in connection with

the production of glycerine, to engage premises, staff, to raise money, dispose of funds, invest, and do all other lawful acts or things connected with the acquisition, sale, disposition, storing, and delivery of all kinds of glycerine.

Its directorate includes names associated with the largest of the British soap interests including Lever, Crosfield, Watson and Ferguson. It has about 60 members who guarantee the finances of the association under certain limits. There is no stock capital of the association. Its chief function in reality is the control of the glycerine market and prices. It was formed principally to combat and oppose the consolidation of buying interests represented by the explosives manufacturers and to wrest control of the glycerine market in the United Kingdom from the hands of these principal buyers of the product.

Production Estimates

In regard to production in the United Kingdom, figures are greatly at variance. Estimates of pre-war production ranged from 10,000 tons to 20,000 tons, figures from the most reliable sources placing the quantity at about 18,000 tons per year. This, it will be seen, represents a fairly large fraction of the total pre-war production which ran something in excess of 60,000 tons per year. Due principally to the fact that heavy war stocks of glycerine were accumulated throughout the world and have only recently been cleared to any extent, the present production in Great Britain cannot possibly run much beyond 15,000 tons. It is in all probability, somewhat below that figure. Estimates of consumption in Great Britain vary so widely with the sources of the information that nothing of any consequence can be made from them.

The general condition of the industry at present is slightly more favorable than it was immediately after the close of the war. During the years from 1918 to 1922, the volume of high grade soap business in England as well as in the rest of the world was considerably reduced owing to the extremely high cost of these finer grades of soap. The emphasis in the soap industry was therefore to reduce costs. In so doing, the output of glycerine suffered to some extent on account of the lower grade fats which were used in production. In addition, the development during the war of an oil refining and margarin industry in England necessitated the use of high grades of oil in this new industry and correspondingly reduced the quantities of such oils and fats available for the soap and the by-product glycerine trade. In other words, the British soap and glycerine producer is now using oils ranging from 6 per cent to 8 per cent in glycerine content where he formerly employed oils yielding as high as 13 per cent or even 15 per cent.

Surplus Reduced

This has had a fortunate effect upon the glycerine market recently, not only from the standpoint of the British producer but also on the workings of the glycerine industries in other countries and upon the world market for glycerine as a whole. The curtailment of production during the period of great business stagnation and immediately prior to it has relieved the market sooner than was to be expected of the

pressure of the heavy post-war accumulation. Cutting sharply into the available surplus of British glycerine which has always been exported, it has assisted in the working off of these war stocks and has undoubtedly played a rather important part in the recent firming up of the market after a long period of unprofitable operation by the manufacturers and the refiners in Great Britain and other producing countries.

Factor in Steadying the Market

In this, the association also has played an important part. It has very skillfully handled the market for crude glycerine through which the unfortunate periods of extreme depression have usually arisen and has been able to maintain a cheap but fairly steady market for the crude products without in any way interfering with the sales of refined glycerine. The Department of Commerce report indicates that world sales of these refined grades have improved and that this has also been a factor in the steadiness and recent recovery of the market. To just what extent this small factor has been of assistance is problematical, however, for the sale of C. P. or medicinal glycerine is never a very important factor in the general trade in the commodity.

The present stocks in England which in most instances have been estimated at very high levels, now seem to be materially smaller than has been generally believed. The war surplus has been worked off pretty well in the manner and through the means mentioned. The bulk of the surplus in British government hands was marketed carefully, the association acting as selling agents. Curtailed production has also aided in disposing of it and at the same time holding to normal pre-war levels the exportable surplus of supplies and assisting in this way in the maintenance of the usual export outlets for future production and surplus stocks of British origin.

Statistical Information

The following tables furnished by the Department of Commerce show at a glance the effects of the careful handling of the market during the last few years. It is noteworthy that while imports of crude glycerine are somewhat below the pre-war levels, the imports of refined scarcely bulk to one-quarter of the pre-war volume. At the same time, there has been scarcely any cut in exports of refined glycerine as compared with the 1913 total. The influence of this movement of the British market upon world stocks and world values can hardly be overestimated.

Official Figures Are Given

Imports of Glycerine by the United Kingdom

(In Hundredweight)

	1913	1919	1920	1921	1922	1923	
Crude Glycerine:							
Russia	5,150	367	Details not yet available
Germany	8,531	200	19
Netherlands	5,931	1	2	1,368	1,921
Belgium	13,167	220	1,018	1,686	5,307
France	25,536	10,976	6,493	21,534	24,142
Spain	4,118	95	4,034	4,766	4,211
Italy	5,415	5,244	11,472	1,972	1,377
United States	107	21,787	36
Argentina	3,132	100	605	562	6,125
Other foreign countries	353	371	65
Total from foreign countries	71,440	38,794	23,824	32,008	43,450
Total from British Possessions	16,463	1,965	316	536	371
Total	87,908	40,759	24,140	32,544	43,821	24,672
Total value	£255,718	363,933	111,435	118,517	109,841	60,653

Distilled Glycerine:							
Germany	7,094	Details not yet available
Netherlands	10,411	326	2,119	3,762	4,246
Spain	248	692
Italy	6,823
United States	200	20	456
Other foreign countries	4,471	10	42	26	661
Total from foreign countries	21,976	784	9,676	3,808	5,363
Total from British Possessions	100
Total	22,076	784	9,676	3,808	5,363	3,795
Total value	£84,570	10,729	56,029	19,543	23,249	14,080

Exports of Glycerine from the United Kingdom

(In Hundredweight)

	1913	1919	1920	1921	1922	1923	
Crude Glycerine:							
Germany	4,352	1	5,894	Details not yet available
Netherlands	40,218	3	1,363	4,855
Belgium	1,991	128	5,052	90
France	485	2,258	100
Portuguese East Africa	936	1,400
Italy	24
United States	98,546	2,595	106,295	10,317	2,028
Other foreign countries	552	182	2,447	80	95
Total to foreign countries	144,659	4,350	121,970	11,860	8,468
Total to British Possessions	1,096	3,303	50,943	33,397	10,777
Total	145,755	7,653	172,913	45,257	19,245	72,194
Total value	£442,635	36,486	727,342	194,563	61,659	182,750
Distilled Glycerine:							
Sweden	4,406	1,057	388	Details not yet available
Norway	2,199	5,032	10,066	57	733
Denmark (including Faroe Islands)	21	2,142	730	179	1,117
Belgium	138	4,058	4,137	212	1,337
France	576	4,492	3,703	101	246
Portuguese East Africa	10	4	8,712	1,171	3,071
Spain	83	957	2,603	84	492
Italy	164	20	45	10
China (exclusive of Hong Kong, Macao, and leased territories)	501	1,523	3,134	893	3,318
Japan (including Formosa and Japanese leased territories in China)	11,439	8,854	20,513	3,763	25,438
United States	2,701	2	35,567	13
Other foreign countries	2,299	7,039	5,365	863	2,262
Total to foreign countries	20,131	38,529	95,632	7,346	38,402
Total to British Possessions	76,175	15,167	41,562	30,143	23,773
Total	96,306	53,696	137,194	37,489	62,175	88,063
Total value	£378,746	322,456	848,794	234,410	265,094	341,334

The situation at present indicates that the British situation has righted itself somewhat more speedily than that in this country although both are now for more satisfactory than they were a year ago. For the glycerine sellers of this country, the story of the recent British industry is a message of good cheer. It points to a speedy realization of the predictions and forecasts attempted in a recent previous article on glycerine which appeared in this magazine; namely that prices would soon be stabilized at profitable levels for the first time since the close of the war.

Rosin Consumption Shows Increase

During the calendar year 1923, 902,000 round barrels of rosin were used by certain industries in the United States, according to a compilation made by the Bureau of Chemistry, United States Department of Agriculture, of the figures furnished by the various industries using the product. The same industries used 754,927 round barrels of rosin during 1922.

"cidity" by the formation of hydrogen peroxide as a consequence of the molecular disintegration explained above. The presence of the aldehydes and ketones explains also the skin irritating action of rancid fats. There is therefore recommended the following salve formula for iodine-sodium salve: highly hydrated peanut oil (iodine number 1) and paraffine oil (3:7).—*Chemical Review in the Apoth-Ztg.*

RECENT SOAP TARIFF DECISIONS

No. 48240.—SOAP—ARTIFICIAL FRUIT.—Protest 4127-G of Fredk. Loeser & Co. (New York). Merchandise classified as artificial fruit at 60 per cent ad valorem under paragraph 1419, tariff act of 1922, is claimed dutiable as soap under paragraph 82.

Opinion by McClelland, G. A. On the authority of Abstracts 47443 and 47444 the merchandise in question was held dutiable as soap at 30 per cent under paragraph 82.

No. 48344.—LEMON SOAP.—Protest 41470-G of Bernard, Judae & Co. (New York). Soap in the form of lemons classified as artificial fruit at 60 per cent ad valorem under paragraph 1419, tariff act of 1922, is claimed dutiable at 30 per cent under paragraph 82.

Opinion by McClelland, G. A. Lemon soap was held dutiable at 30 per cent under paragraph 82. Abstract 47451 followed.

No. 48345.—SOAP.—Protest 41285-G of Mme. Helena Rubenstein (New York). Merchandise invoiced as "Akne seife" classified at 30 per cent ad valorem under paragraph 82, tariff act of 1922, is claimed dutiable as medicinal soap at 15 per cent under the same paragraph.

Opinion by McClelland, G. A. In accordance with stipulation of counsel and on the authority of Abstract 47575 the merchandise in question was held dutiable as medicinal soap under paragraph 82.

Court Classifies Figures as Toilet Soap

In the tariff appeal of Morris, Mann & Reilly, Inc., from a decision assessing figures as toilet soap at 30 per cent ad valorem the United States Court of Customs Appeals has ruled against the importers. The syllabus says:

"Highly scented soap made into statuettes, small vases, and other similar articles were classified as toilet soap under paragraph 82, tariff act of 1922, and claimed to be soap not specially provided for under the same paragraph or non-enumerated manufactures under paragraph 1459. The burden was on the protestant to show that the collector was wrong and he was right. This burden was not sustained by proving that the merchandise was highly scented soap and was sold to the wholesaler as 'ornaments to decorate the mantels.'"

The Story of Olive Oil in Madrid District

The production of olive oil in the Madrid consular district of Spain has risen above ordinary facts and figures, and has been made the subject of an interesting story by Consul Augustin William Ferrin, Madrid, Spain, which has been transmitted to the Department of Commerce. Obtaining information from local and official sources, Mr. Ferrin has written a complete report of the planting, cultivation, picking, pressing and final distribution of olives and olive oil in his section and anyone wishing to read this report may obtain it by writing to the Foodstuffs Division, Department of Commerce, and referring to No. 149,730.

New Olive Plantation in Morocco

During the last three years about 40,000 olive trees have been planted in the hitherto denuded plain extending from Kenitra to Petit-Jean between the Mamora forest and the course of the river Sebou, in Morocco. According to a report from Consul H. Earle Russell, Casablanca, Morocco, to the Department of Commerce, the work has been done by colonists in that region under encouragement from the Protectorate Government, which accords a bounty of 3 francs for each tree planted.

FEATURES OF SOAP MATERIAL MARKET

(Continued from Next Page)

ness. Doubtless, this is in large measure due to the late date on which contract prices were announced but something has happened to turn consumers from their preconceived idea of open market buying. It was generally predicted early in the season that the volume of contract business to the first of January would be hardly 50 per cent of normal. That it averaged fully 75 per cent is the contention of the trade today despite the fact that the season was cut short fully two months by the delay in announcing prices. However, contract business will probably fall some 20 per cent short of the normal volume when final figures are available. This will mean an increase of fully 60 per cent in the current buying and seems likely to spell an active market with few concessions during the coming year.

In the other items on the industrial chemical list, there has been little change of any consequence. German prices for shipment have been fully maintained and so have the prices of domestic factors. Business has been very disappointing although some let down was naturally anticipated on account of the holiday and inventory period. The reopening of active business is anticipated at any moment and if expectations are realized, somewhat higher levels, especially on imported chemicals, are likely.

Other Soap Materials

The market has been dull with the exception of trading in rosins, which has been exceptionally active, especially for export. The rosin market has moved up from 50 cents to \$1 per barrel depending upon the grade, and the end is not yet. Activity for export is largely responsible for the advance, as last month saw little in the way of domestic business. Continued high prices are forecast by the condition of the market. Starches are a shade easier but not enough to indicate a definite trend to lower levels. Glycerine is firmer. Other items are unchanged.

FINDS SOAP OUTLOOK FOR 1925 BRIGHT

R. R. Deupree, general sales manager of Procter & Gamble, in a review of the soap trade says in part:

"The greater consumption of soap by the American public, both from the standpoint of an increasing population and from the standpoint of an increasing average consumption per family due to a higher standard of living, will be reflected in increased business for the soap manufacturer in 1925.

"Raw materials started their rise at the beginning of 1924. This condition was emphasized even more in the Fall, when there were almost uniform advances of about twenty per cent in soap fats and oils, a condition also to which the tariff on imported oils contributed. This unjustified duty acts as a handicap to the American manufacturer and prevents him from passing on to the public whatever might be the saving without the high tariff.

"It was this condition too, which, towards the latter part of 1924, brought some advances in the price of soap, a diminished margin of profit to manufacturers and to some extent the buying of more soap than was consumed. But the permanent effect of these conditions may be discounted as negligible, because of the factors entering into the situation during the coming year. Increased consumption will more than take up the slack.

"Interesting figures gathered by our Research Division show that the consumption of toilet soap has increased about twenty-five per cent in recent years. The consumption of laundry and general household soap, while not as great in percentage of increase, has gained somewhat. The standardizations being brought about in the soap business make for a quantity production at the lowest price consistent with the quality. Every possible advance is being made in greater efficiency of manufacture to meet trade conditions, in order that the costs be not passed on to the public in increased prices. The price of soap, however, must of necessity be governed by market conditions in the last analysis."

MARKET REVIEW ON TALLOW, ETC.

TALLOW

(Written Specially for This Journal)

From the recent high level of 11 $\frac{1}{8}$ cents per pound delivered to buyers' plants for the New York Extra grade which prevailed two weeks ago, the market during last week declined fully 1 cent per pound with sales as low as 10 cents from which the market has reacted to latest sales of 10 $\frac{1}{4}$ cents ex plant and more wanted at this price.

Good quality house grease can be quoted 9 $\frac{1}{2}$ -9 $\frac{3}{8}$ cents loose, although buyers are unwilling to pay over 9 $\frac{1}{4}$ -9 $\frac{3}{8}$ cents, with other grades of greases at relative prices.

At the present time there is a steady demand which warrants the belief that prices are not likely to sag in the near future unless the weak market for cotton seed oil and lard should tend to bring about an easier feeling for the inedible fats.

TOBIAS T. PERGAMENT.

January 15, 1925

GLYCERINE

(Written Specially for This Journal)

Since our review of December 12, the Glycerine market has been very firm, but while Dynamite has advanced over 1 cent per pound and Crude $\frac{3}{8}$ to $\frac{1}{2}$ cent per pound. Chemically Pure continues to be quoted at 19 cents in bulk, the price ruling when our last review was written. It may be said, however, that refiners are nearing the point where they are likely to advance the price and we should say that 19 $\frac{1}{2}$ cents, which is even quoted now, in some directions, is likely to be the minimum asking price, within a comparatively short time. Imports during December were heavy and the imports for the year will amount to approximately 2,000,000 pounds more than last year, in spite of which the market is firmer than it was a few months ago. The price of Tallow has had a severe set-back, and there may be some easing off in other raw materials, which the soap manufacturers use, but this seldom affects Glycerine, which is governed entirely by the demand made upon the refiners, for the finished product. With the activity in industrial lines generally, which we all look for during the present year, we shall expect the article to sell at a higher price, in spite of some factors which tend to hold down the market. We refer particularly to explosives left over from the war, which have been distributed by our Government and have curtailed the manufacture of Dynamite, but these explosives ought to be out of the way by the end of this year; had it not been for them Glycerine would be selling much higher today than it is.

W. A. STOPFORD.

January 16, 1925.

VEGETABLE OILS

(Written Specially for This Journal.)

Early in January activities of Vegetable Oils were limited, and in consequence, prices of practically all oils declined. Following a drop in Tallow of about a cent a pound, Coconut Oil, Cotton Oil and Palm Oil became somewhat easier. The break seems to have been checked though, as during the past

few days Cotton Seed Oil, Lard and Palm Oil have to some extent recovered.

Cocoanut Oil sold yesterday at 10 $\frac{1}{2}$ c. New York and the Coast, in seller's tanks. During the past few days there has been a good demand for nearby deliveries of Palm Oil. Early arrivals are still held at a premium on account of the smallness of stocks.

Corn Oil is now steady and seemingly on the upward move. Sales were made early this week at 10 $\frac{1}{2}$ c. and yesterday at 10 $\frac{1}{4}$ c. F. O. B. mill, with some producers now quoting 10 $\frac{1}{2}$ c. mill.

Olive Oil Foots are nominally quoted at 9 $\frac{3}{4}$ c. New York for January forward delivery, with a fair demand for later positions at this figure.

January 14, 1925.

A. H. HORNER.

INDUSTRIAL CHEMICALS

The feature of the alkali market during the interval since our last review has been the continued active contract business.

(Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Special 10c. Edible, New York, 12 $\frac{1}{4}$ c. Yellow grease, New York, 8 $\frac{7}{8}$ c. White grease, New York, 10 $\frac{1}{4}$ c.

Rosin, New York, January 15, 1925.

Common to good.....	8.25	I.....	8.40
D.....	8.25	K.....	8.45
E.....	8.25	M.....	8.50
F.....	8.30	N.....	8.75
G.....	8.30	W. G.....	9.50
H.....	8.30	W. W.....	10.50
Starch, Pearl, per 100 lbs.....			\$4.02 @
Starch, Powdered, per 100 lbs.....			4.12 @
Stearic acid, single pressed, per lb.....			12 $\frac{1}{4}$ @
Stearic acid, double pressed, per lb.....			13 $\frac{3}{4}$ @
Stearic acid, triple pressed, per lb.....			.15 @
Glycerine, C. P., per lb.....			19 $\frac{1}{2}$ @
Glycerine, dynamite, per lb.....			18 $\frac{1}{2}$ @
Soap lye, crude, 80 per cent, loose, per lb.....			12 $\frac{1}{4}$ @
Saponification, per lb.....			13 $\frac{3}{4}$ @

Oils

Cocoanut, edible, per lb.....	12 $\frac{1}{4}$ @
Cocoanut, Ceylon, Dom., per lb.....	11 $\frac{1}{4}$ @
Palm, Lagos, per lb.....	9 $\frac{3}{4}$ @
Palm, Niger, per lb.....	9 $\frac{3}{4}$ @
Palm, Kernel, per lb.....	10 $\frac{1}{4}$ @
Cotton, crude, per lb., f. o. b. mill.....	9 $\frac{3}{4}$ @
Cotton, refined, per lb., New York.....	10 9/10@
Soya Bean, per lb.....	.13 @
Corn, crude, per lb.....	12 $\frac{1}{2}$ @ nom.
Castor, No. 1, per lb.....	.17 @
Castor, No. 3, per lb.....	16 $\frac{1}{2}$ @
Peanut, crude, per lb.....	.13 @ nom.
Peanut, refined, per lb.....	16 $\frac{1}{2}$ @
Olive, denatured, per gal.....	1.20 @
Olive Foots, prime green, per lb.....	9 $\frac{3}{4}$ @ 10

Chemicals

Soda, Caustic, 76 per cent, per 100 lbs.....	3.20 @ 3.20
Soda Ash, 58 per cent, per 100 lbs.....	1.38 @ 1.45
Potash, Caustic, 88@92 per cent, per lb. N.Y.....	.07 $\frac{1}{4}$ @ .07 $\frac{1}{2}$
Potash Carbonate, 80@85 per cent, per lb., N. Y.....	.06 @ .06 $\frac{1}{2}$
Salt, common, fine, per ton.....	15.00 @ 24.00
Sulphuric acid, 60 degrees, per ton.....	9.50 @ 11.00
Sulphuric acid, 66 degrees, per ton.....	14.00 @ 16.00
Borax, crystals, per lb.....	.04 $\frac{3}{4}$ @ .05 $\frac{1}{2}$
Borax, granular, per lb.....	.04 $\frac{3}{4}$ @ .05 $\frac{1}{2}$
Zinc Oxide, American, lead free, per lb.....	.07 $\frac{1}{8}$ @ .08 $\frac{1}{2}$

@ .06½
 @ 24.00
 @ 11.00
 @ 16.00
 @ .05½
 @ .05¼
 @ .08¼